

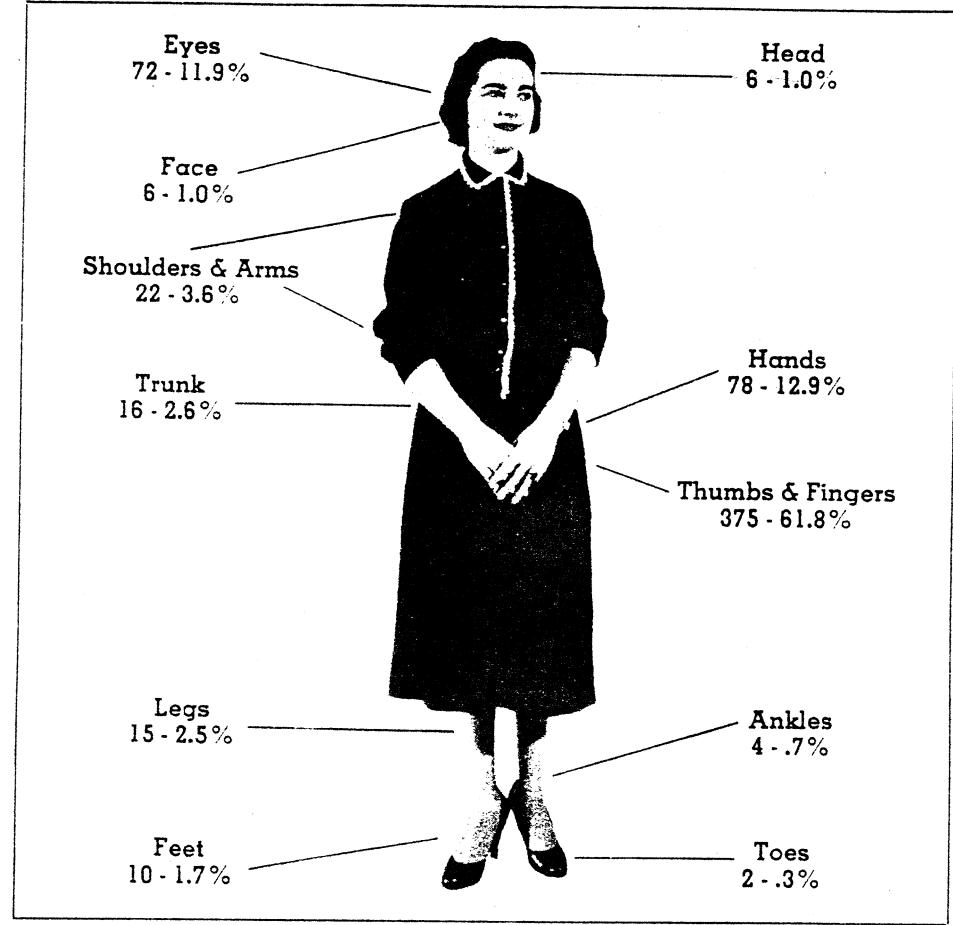
APRIL, 1955



Dial-a-  
Incorpor



# ACCIDENT-AL IMPROVEMENT



Dorothy Flynn (Inspection) represents Sheaffer people in the Fort Madison plants in this diagram showing injuries sustained during 1954.

## Accidents Among Sheaffer Employees Declined In 1954; Rate Well Below National, State Averages

Accidents among Sheaffer employees have been declining steadily for a number of years and today the company's accident frequency rate is about half the national and state average, according to Safety Director Chet Sloan.

During the past year there were a total of 606 injuries in the Ft. Madison plants, of which 51 were minor injuries while the remaining 75 required the attention of a physician. This gave the company an accident frequency rate of 6.3 per cent compared with the national average of 12.4 and the state average of 12.4.

(The accident frequency rate shows the number of employees who suffered injuries while at work which required the loss of one day or more per million man-hours worked by all employees of the company).

In 1952, our accident rate was 10.2. This declined the following year to 7.0 and again last year to 6.3 for an overall improvement of 38 per cent since 1952, Chet pointed out.

The increase in the safety record during last year is even more noteworthy in view of the fact that the number of employees increased about

six per cent over the number employed in 1953.

Behind this steady improvement in the safety record of employees has been the Departmental Safety Committee Plan under which the company operates. Each month 18 new Safety Committee members take over in all production and service departments of the company. These people serve for one month and each month's program is launched in each department with a meeting of the respective department manager, the supervisory employees in the department, the outgoing Safety Committee member, the new Safety Committee member and the safety director.

The duties of the committee are thoroughly explained by the safety

(Continued on Page Six)

## 8 EMPLOYEES COMPLETE 30 YEARS OF SERVICE

Eight Sheaffer employees completed 30 years of service with the company last month. It was the largest number of employees to complete 30 years in one month in the history of the company.

The 30-year veterans, each of whom received a solid gold desk set from President W. A. Sheaffer II at ceremonies in the auditorium, are:

Dale McCray (Tool Room)  
Clyde Tweed (Pen Assembly)  
Fredrick Muerhoff (Repair Parts)  
Leo Golden (Pencil)  
Karl Yeager (Maintenance)  
Francis Coleman (Credit)  
Bernard Holterhaus (Gold Nib)  
Roland Pechstein (Plastic Fab)

## C. R. Sheaffer Named To Church Policy Board

Craig R. Sheaffer, chairman of the board, has been named to the policy-making general board of the National Council of Churches.

He will serve a two-year term on the board.

## Brinkschroeder Heads Activities Committee

Bob Brinkschroeder (Service) was elected president of the Activities Committee for the 1955-56 season.

Other officers elected at a recent meeting of the new committee are:

Mel Boettcher (Sales), vice president; Laetitia Rotter (Personnel) secretary; and Osa Wilsey (Accounting), treasurer.

The newly elected group will prepare the committee's budget for the coming year and submit it for final approval at the next regular meeting of the Activities Committee. Regular meetings will be held the first and third Wednesdays of each month at 5 p. m. in the classroom on the second floor of the Personnel building.

## Sheaffer Employees Exceed Red Cross Quota By 34.5%

Sheaffer employees exceeded the quota set by the American Red Cross during its recent drive by 34.5%.

The quota for the company was set at \$2,085 and the employees contributed a total of \$2,804.75 or \$719.75 over the quota.



Eight Sheaffer employees received their 30-year service awards during March. President W. A. Sheaffer II (front row, second from left) presents a solid gold desk set to Dale McCray (Tool Room). Looking on are: front row, l-r. Roland Pechstein (Plastic Fab), Clyde Tweed (Pen Assembly), and Frederick Muerhoff (Repair Parts); back row: C. R. Sheaffer, chairman of the board who received his 30-year award in 1950; Francis Coleman (Credit), Karl Yeager (Maintenance), Leo Golden (Pencil) and Bernard Holterhaus (Gold Nib).



Karl Dinnauer, (standing) managing director of foreign sales, addresses a group of Sheaffer distributors in Singapore during his recent swing through the Far East.

Members of the newly elected Activities Committee for 1955-56 gathered recently at the Sheaffer clubhouse to outline a program for the coming year. Gathered above are, l-r: seated, Shirley Peterschmidt (Skrip), Susie Kincaid (Service), Nancy Springer (Inspection), Margaret Kerr (Gold Nib), Rita Brandt (Gold Nib), Bob Brinkschroeder (Service), Jim Page (Plating), Grover Sent (Tool Room), Dale Hawkins (Skrip) and Harold Gallagher (Molding). Standing: Norma Green (Plastic Fab), Pat Bray (Pen Assembly), Red Ellertson (Personnel), Violet Hardin (Plastic Fab) and Mel Boettcher (Sales).



# Goings On . . .



Russ Westfall (l), eastern sales manager, accepts for the company a citation from the Stationers Association of New York honoring Sheaffer for its Fair Trade campaign. Presenting the citation to Russ is George Reichman, vice president of the association.



First day of spring — believe it or not. And to celebrate the arrival of spring, which bowed in this year on the crest of a March blizzard, Emma Hawk (Plastic Fab) got out Dobbin and an old fashioned sleigh for a spring tour of the countryside.



A group of dealers hash over selling points of a new Sheaffer ballpoint pen with Jack Asthalter (center), merchandising manager. L-r: John W. Platt and R. M. Schaeffer of Schaeffer's, Cedar Rapids, Iowa; Jack Asthalter, Mrs. Donnel Osborn of M. L. Parker Company, Davenport, Iowa, and Mrs. Arlene Hedberg of Hedberg Office Equipment, Moline, Illinois.



The intricacies of production of fountain pens, mechanical pencils and ballpoints are explained by Chet Sloan (1), safety director, to a group of Sheaffer dealers during a tour of the factory.



Dick Hofmann of Hofmann Drug, Ottumwa, Iowa, outlines seven important points in retail selling during one of the Merchandising Clinic sessions.

SEVERAL times each year, dealers from various parts of the nation converge on Fort Madison to attend Sheaffer Merchandising Clinics. These three-day clinics afford dealers and their sales personnel an opportunity to acquaint themselves with the latest techniques in merchandising Sheaffer writing instruments. Virtually every phase of successful merchandising, including over-the-counter selling, advertising, sales promotion, window and store displays, consumer relations and industrial orders is discussed during the clinic.

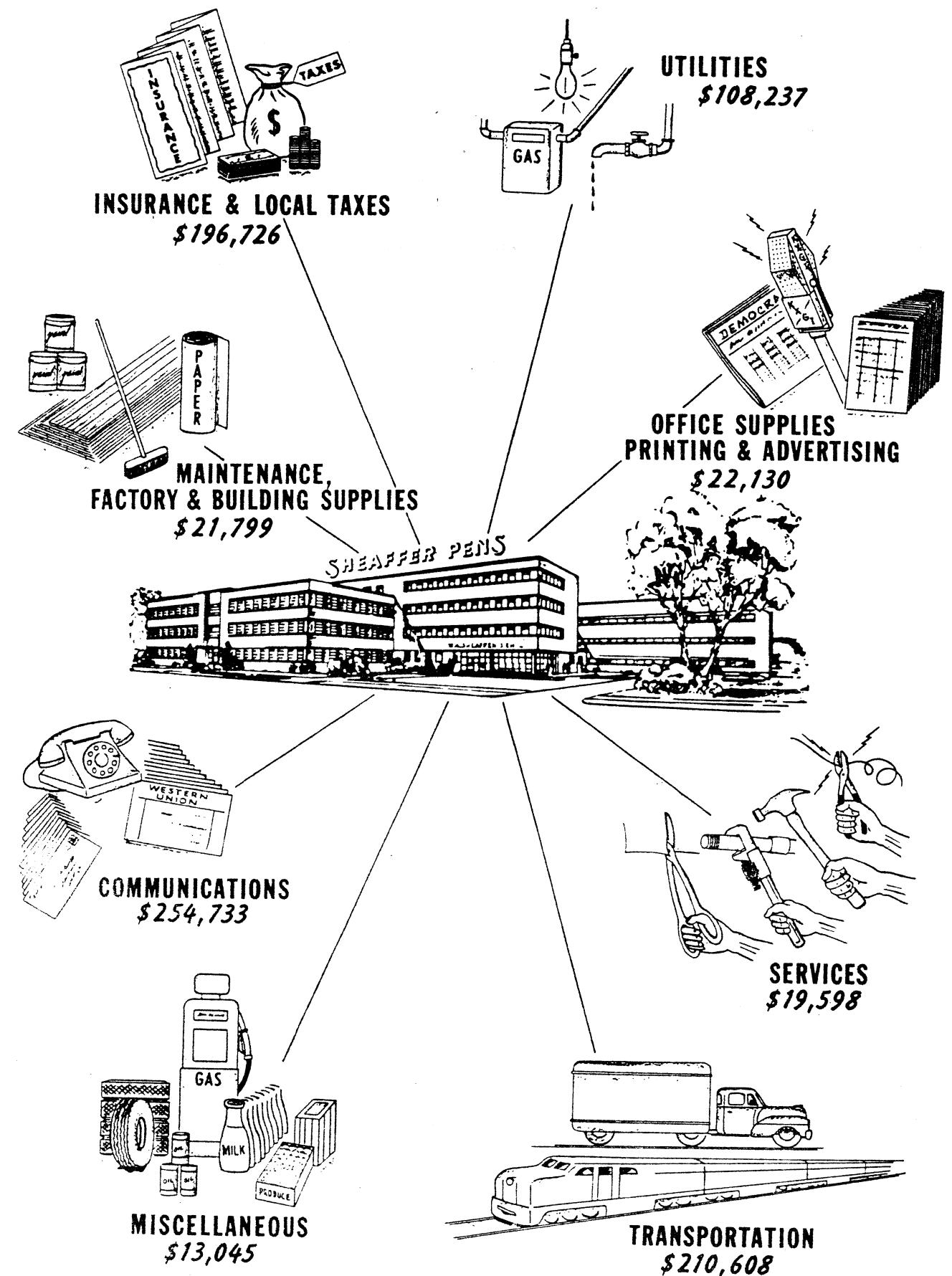
Mr. and Mrs. Charles Mannschreck of Mannschreck Book Store, St. Joseph, Mo., register at the Anthes Hotel for Sheaffer's three-day Merchandising Clinic.



Sheaffer dealers from various parts of the country get acquainted during a buffet supper shortly after their arrival.



Dealers attending the Merchandising Clinic pose in front of the main lobby of the Sheaffer plant for a family portrait at the conclusion of the three-day clinic.



WHAT does an industry like Sheaffer's mean in terms of the economic life of a community? Last year, the Sheaffer Pen Company spent close to a million dollars in Fort Madison for such things as utilities, taxes, insurance, communications, supplies, advertising, transportation, etc. over and above wages paid directly to Sheaffer employees.

WHO benefits from such expenditures in a community? Directly, every company or individual who provides such services, or company selling goods or services. In addition, the community as a whole benefits from the jobs which industry creates and the taxes which it pays.

# SHEAFFER'S REVIEW

Vol. 8 April No. 4

Published monthly for the Men and Women of the

W. A. SHEAFFER PEN COMPANY  
General Offices and Factories  
Fort Madison, Iowa, U. S. A.

Fineline Division  
Mt. Pleasant, Iowa, U. S. A.

Canadian Office and Factory,  
Goderich, Ontario, Canada

Australian Office and Factory  
Melbourne, Australia

Export Division  
Fort Madison, Iowa

Printed in U. S. A.

EDITOR - - - RAY PETERSON

## Canadian Plant Retires Ancient "Gold Prospector"

The Goderich plant recently retired a "veteran" with the touch of Midas.

The "veteran" actually was an old fashioned copper tub washing machine which was used to wash flecks of gold and gold dust from the aprons, wipers and smocks of employees in the Pen Point Dept. and other departments where gold was used.

During the seven long and faithful years the "old tub" panned gold from employees clothing, it has reclaimed an estimated \$42,000 in gold. Now it's being turned out to pasture in favor of a modern machine.

## Employee Accidents Decline

(Continued from Page Two)

director. All safety hazards reported during the past month are reviewed and an explanation of the action taken is given to the committee member who reported them.

The purpose, goals and accomplishments of the Safety Committee Program are explained at each safety meeting so every committee member has a clear idea of what the group is trying to do to safeguard every employee.

Each week every members of the committee submits a written report to his department manager and the safety director on hazards found in his department. Immediate correction is made wherever possible.

During 1954, committee members reported a total of 343 hazards for correction. Action was taken to correct 272 of these while the remaining 71 were not considered correctable haz-

## BOWLING TOURNAMENT HI-LIGHTS



(1) C. F. Gillett (Pencil) lays a fast ball down the alley while Wayne Hughes (background) (Pen Assembly) waits his turn. (2) Lorena Wilcox (Gold Nib), one of the top women bowlers, displays championship form. (3) "How're we doing?" seems to be the obvious question of these gals as they check with scorekeeper Osa Wilsey (Accounting). (4) Orv Richardson (Pencil) sends one down the alley for a strike as Al Hetzer (background) (Pen Assembly) prepares to follow Orv. (5) Bowling Ballet? Nope, just Betty Chock (Sales) intently watching the ball gather pins.

ards, or correction was not deemed practical, or there was no known method of correction.

In addition to reducing the number of accidents, the total hours lost from work because of accidental injury has been reduced from 1148 in 1953 to 980 last year, a 15 per cent improvement. This indicates that the severity of accidents in the plants have decreased to an ever greater degree than the number of accidents.

## Four Elected Officers Of Local Saddle Club

Four Sheaffer employees were elected officers of the Fort Madison Saddle Club at the group's recent meeting.

Nelson Weaver (Tool & Die) was elected vice president, and John Billman (Plastic Lab), a director. Dorothy Billman (Lab) was reelected secretary while Joe Eid (Occupancy) was reelected a director.

## Service Anniversaries

### — 30 YEARS —

Ernest Black ..... (Plastic Fab)  
Oscar Senf ..... (Engineering)

### — 25 YEARS —



LUCILLE TROTTER  
(Executive)



JOSIE COOPER  
(Service)



BILL KIPP  
(Engineering)

### — 20 YEARS —

Vern McCann ..... (Salesman)  
R. H. Briggs ..... (Personnel)  
Arthur Sly ..... (Pen Assembly)  
Paul Worley ..... (Plastic Fab)  
D. B. Early ..... (Purchasing)

### — 15 YEARS —

Ruth Gang ..... (Inspection)  
Wilburn Brown ..... (Engineering)  
Denver Smith ..... (Plastic Fab)  
Donald Delaney ..... (Gold Nib)  
Billie Armstrong ..... (Gold Nib)

### — 10 YEARS —

Lola Schenck ..... (Sales)  
Betty Glassford ..... (Prod. Control)  
Martha Davidson ..... (Plating)  
Maurice Kaltefleiter ..... (Occupancy)  
S. T. Hawbaker ..... (Shipping)

## Frey Named President Of Dry Dock Center

Howard Frey (Inspection) is the new president of the Ft. Madison Dry Dock, a youth center for teen-agers.

Howard was elected at a meeting of the new board of directors to which W. P. Dodge (Export) was recently elected for a three-year term. Tom Hawbaker (Shipping) is retiring from the board.

## 60 Compete For Honors In Men's Bowling Tournament

More than 60 men vied for top honors in the annual Sheaffer bowling tournament that saw few winners repeating in the various divisions.

Tool and Die toppled 2383 pins and added a 637 handicap for 3020 total to win the team title. Members of the winning team were Franklin Davis, Dave Barnes, Keith James, Clarence Cowles, and Nelson Weaver. The Plating Wildcats copped second place with 2241 and a 702 pin handicap that gave them a 2943 pin total. Third place went to Pen Assembly with a 2322-586-2908 score.

Two members of the Pen Assembly team, Delbert Hensley and Lowell Andrews, teamed together and scattered 1075 pins which they combined with a 225-pin handicap for a 1300 total. They were closely followed by Quentin West and Harold DeVol (Pencil) who came up with a 1296 total and the Bob Consbrock - Ed Gillett duo with a 1286 total.

Harold DeVol continued his lucky streak after his part in the doubles foray, and ended the evening with a 683 series that was good enough for first place in the singles division. He was followed by Jim Page (Plating) who bowled a 519 actual-675 handicap.

Bob Consbrock took the all-events award by virtue of his 1629 actual pins in three sections. Lowell Andrews won the handicap section all-events as his three sections netted him 1930 pins.

### TEAMS

Tool & Die	3020
Plating	2983
Pen Assembly	2908

### DOUBLES

Hensley-Andrews	1300
West-DeVol	1296
Consbrock-Gillett	1286
Rea-Rippenkroeger	1245
Davis-Weaver	1230
Gillett-Richardson	1223

### SINGLES

Harold DeVol	683
Jim Page	675
Bob Consbrock	667
Ernie Pezley	661
Lowell Andrews	654
Clarence Cowles	621
Grover Senf	617
Joe Peacock	609

## Gold Nib II Keglers Win Women's Bowling Tournament

Gold Nib II team continued its supremacy in the women's bowling tournament, nosing out Sales to take first place. The Gold Nib team, led by Lorena Wilcox who toppled 533 pins, finished with a strong 2426 pins, while Sales trailed with a 2417. Betty Chock, Margaret Kerr, Rita Brandt, and Barbara Paige were the other members of the winning team.

Lorena added a 505 series plus a 24-pin handicap to win top laurels in the singles division. Competition was keen in this division as only 63 pins separated the first eleven. Donna Pechstein (Steno) was second with a 512 gross total. Betty Chock (Sales) 504; Wanda Cornell (Pencil) 488; and Dorothy Hoenig (Accounting) 487 were the other five top winners. Mary Jo McAllister (Steno) and Ruth Sanders (Purchasing) teamed in the doubles with 1021 total with handicap to walk off with top prize money. Mary Jo had a 547 series and Ruth 474. Fay Green (Gold Nib) and Tillie Peterschmidt (Plastic Fab) combined for a 983 to squeeze by Pat Moeller (Gold Nib) and Mildred Rouse (Gold Nib) who grossed 980.

Lorena Wilcox won the scratch all-events by dropping 1459 actual pins in her three-game series. Betty Chock won the handicap all-events with 1322 actual pins and 198 pin handicap for a gross total of 1520.

### TEAM

Gold Nib II	2426
Sales	2417
Gold Nib I	2357
Pencil	2248
Factory Office	2240
Office II	2239
Office I	2231
Cashiers	2211

### SINGLES

Lorena Wilcox	529
Donna Pechstein	512
Betty Chock	504
Wanda Cornell	488
Dorothy Hoenig	487
Darlene Cornell	482
M. J. McAllister	479
Jerry Wagner	477
Aurelia Atkinson	469
Mary Lou Kiener	466
Tillie Peterschmidt	tie { 466

### DOUBLES

McAllister-Sanders	1021
Green-Peterschmidt	983
Moeller-Rouse	980
Clark-W. Cornell	958
Koellner-Terry	944
Gross-Perry	913

## UP THE SHEAFFER LADDER

If you're looking for something distinctively different in the way of salads, try serving a delicious Tri-Color salad to your friends or family. It's sure to become a conversation piece for the uninitiated and is guaranteed to win favorable recognition from even the most experienced salad makers.

### TRI-COLOR SALAD

Lime Gelatin	2 tablespoons
Boiling Water (1)	1 1/4 cup
Cold Water (1)	1 1/4 cup
Lemon Gelatin	2 tablespoons
Boiling Water (2)	1 1/4 cup
Cold Water (2)	1 8 cup
Marshmallows	1
Boiling Water (3)	1 8 cup
Cream-Whipping	1 8 cup
Salad Dressing	1 8 cup
Crushed Pineapple	1 8 cup
Cream Cheese	1 6 cup
Cherry Gelatin	2 tablespoons
Boiling Water (4)	1 1/4 cup
Cold Water (4)	1 4 cup

Directions: Dissolve lime gelatin in boiling water (1) add cold water (1) and allow to set. Dissolve lemon gelatin in boiling water (2) and add cold water (2). Dissolve marshmallow in boiling water (3). Whip cream and mix with salad dressing, pineapple, cream cheese and the cooled marshmallow mixture. When lemon gelatin begin to set, fold in the cream mixture pour over top of the lime gelatin and allow to set. Dissolve cherry gelatin in boiling water (4) add cold water (4), allow to cool and pour over other mixture. Chill until well set and then dish. This 3 layer salad may be made in an oblong pan and cut in squares or may be made up in individual molds.

## On the Cover



Training America's youth in the rudiments of successful business is one of the objectives of the Junior Achievement program of which Sheaffer has been a sponsor since a JA chapter was first formed in Ft. Madison. Roger Enke (standing, left) (Sales) and Norman Vanderleest (standing, center) (Gold Nib), advisers to Dial-a-Dozen Inc., a Sheaffer sponsored JA company, are shown helping a group of JA'ers with a production problem.

If you were to ask some of the old timers around the plant who is the youngest department manager with the oldest service record, chances are they'd tell you without batting an eye that it's — Harry Wehmeyer, manager of the Plating and Polishing Dept.

In the 30-odd years Harry has been with the company he has spent virtually all of that time in plating and polishing work, so that today he's generally regarded as a specialist in that field, not only within the company but by outsiders who frequently seek out Harry's advice on a knotty plating problem.

A native of Palmyra, Mo., Harry went to work on the farm after finishing grade school and eventually farmed for himself for a time before going to work here Sept. 15, 1920 in the Polishing Dept. At that time there were only about three employees in the department including the department manager.

After being on the job about three months, Harry joined the Plating Dept. where most of the work involved a color dip rather than actual plating. The work was new to him but he worked hard at it and at night diligently studied every article he could lay his hands on relating to plating. The hard work and study soon paid off for within a year after joining the company, he was made foreman of the Plating and Polishing Dept.

Harry's youth, inexperience and lack of formal education proved no barrier to him. Determined to make up for it, he read and studied carefully each new development in the field of plating. Chrome plating, which was just coming into prominence in the mid-20s, was a growing new field which offered great possibilities for the writing instrument industry. Harry was quick to sense this and got into chrome plating and gold plating when most other companies were having this done outside.

When the war came along, Harry was given the job of setting up the plating department at the War Division plant. One of the plating jobs on the bomb fuse we were making called for plating the holes in the fuse one way and the body another. Harry said it couldn't be done — despite the fact that government specifications called for that arrangement. Finally a government man came down from Chicago to show Harry how to do it. After several days, the government technician left, admitting that he learned more about plating from Harry in a few days than he had learned in technical courses, etc. So it wound up by the specifications being changed to conform with Harry's method. In fact, in a number of instances, Harry's plating results were used as the basis of government specifications to all producers.

His past record, together with the commendation he received for his role in the defense effort, helped win him a promotion to department manager of Plating and Polishing in 1945.

Next to plating, probably the closest thing to Harry's heart is farming. In his spare time, he farms 40 acres just north of Ft. Madison, raising beef cattle and a few crops. He's also a fine golfer, bowler and marksman. Before a back injury limited his participation in these sports, Harry shot in the 70s and low 80s, frequently bowled a better-than-200 game and always managed to get his share of pheasants and quail.

Harry is married to the former Rosina Mettenburg of Houghton and has a son and daughter.



HARRY J. WEHMEYER

David  
Lauers  
Review

MAY 1955



# Annual Sales Set Record For Second Consecutive Year As Sheaffer Again Leads Competition

## Top Previous High By 7.6 Per Cent Profit For Year, Dividends Up

Net sales of the company for the fiscal year ended Feb. 28, 1955 reached a record high of \$27,072,821, an increase of 7.6 per cent over the previous year's record, W. A. Sheaffer II, president, announced.

In his annual report to stockholders, Mr. Sheaffer said the year's volume topped the previous year's record sales by \$1,911,289 and was the largest domestic sales volume of all writing instrument manufacturers.

Net income rose to \$2,176,088 or \$2.64 a share compared with \$2,042,980 or \$2.49 a share the previous year before special credits for prior year operations.

Shareholders received dividends totaling \$2.15 a share last year compared with \$1.80 the preceding year.

Provision for income taxes increased \$480,000 over the previous year to \$2,355,000 and was equivalent to \$2.85 per share of common stock. In his letter to shareholders, Mr. Sheaffer said "we earnestly hope congress will realize that corporate income tax rates soon must be reduced to a reasonable level and relief from double taxation of corporate dividends must be retained and increased if our nation's economy is to realize its growth potential . . ." He also expressed the hope that "congress will remove proposed tax legislation from partisan politics."

### Profit-Sharing

Employees' profit-sharing payments averaged 26 per cent of their earnings last year, an increase of eight per cent over the previous year. Since the start of the program in 1934, Sheaffer's has paid out more than \$14,000,000 to its employees under the profit-sharing program.

Reviewing the past year's activities, Mr. Sheaffer explained that the year's progress was somewhat obscured by increasing costs of doing business and by continuing high taxes.

"Expenses of the program to gain a larger share of the writing instrument market were the primary reason that profits did not keep pace with the increase in sales," he said. "Gaining a greater share of the market—and holding it—required sizeable investments in research, in engineering and development, and most of all, in advertising and promotion."

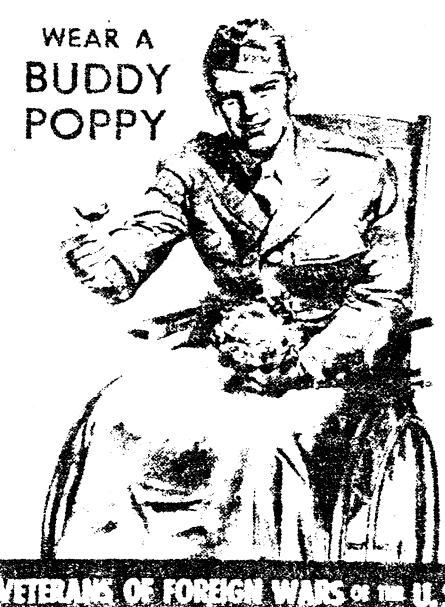
He told stockholders in his letter

that he believed this expenditure was a sound investment. "If international conditions permit and with governmental encouragement, our national economy should move into an era of great expansion during the next decade. Your company is ready to share in that expansion."

### Fair Trade

Mr. Sheaffer spoke out in support of the pen company's campaign in behalf of Fair Trade and indicated there would be no letup in its price maintenance program. "More than ever," he said, "we intend to confine the distribution of Sheaffer merchandise to retailers who provide service, local promotion, integrity and responsibility to customers."

He also answered critics of Fair Trade who contend that the law enables manufacturers to over-price their products. "Nobody has as much at stake in pricing his products as the manufacturer and all associated with him. If his prices are too low, he can't show a profit and pay fair wages to top grade employees. If he prices too high, consumers won't buy his products."



## Serangeli In Close Race For Dallas City Mayoralty

E. A. Serangeli (Credit) was barely edged out by a 22 vote margin in his recent bid for the mayoralty of Dallas City.

Running for the first time and against the incumbent mayor, Serangeli piled up 310 votes to his opponents 332 in the largest turnout of voters in a non-partisan Dallas City election.

## Fineline Division Has New Television Show

The Fineline Division's new audience-participation television show "Penny To A Million" was seen in the Ft. Madison area May 18 and will be seen weekly thereafter.

The new show, which originates in New York and is carried over the ABC television network, was signed earlier this month as a successor to "Who Said That?" which Fineline has dropped. Although the first showing of "Penny To A Million" was carried over the network May 4, it did not appear locally until May 18 when it was seen at 9 p. m. over WOC-TV, Davenport and at 7:30 p. m. on WGEM-TV, Quincy.

Participants in the program get a penny for the first correct answer, two for the next, four for the next, up to a million pennies — \$10,000 — if they answer all the questions correctly.

## DR. FEIGHTNER NAMED MEDICAL DIRECTOR

Dr. Robert L. Feightner will become the company's first medical director, effective June 1.

"The appointment of a medical director is designed to improve and expand the company's medical facilities for employees," President W. A. Sheaffer II, explained.

Dr. Feightner will have office hours from 10 a. m. to 12 noon each working day at the plant. He will be available for consultation with employees but will not render medical care, other than first aid, to employees. Results of examinations will be forwarded to the employee's family physician.

# Goings On . . .



Above: Jerry Wagner (r) (Payroll), president of the Women's Bowling League, reads a resolution at the League's annual banquet. Right: prize winners gather around to hash over the past season's games. L. to r.: Mary Joe McAllister (Advertising), Lorena Wilcox (Gold Nib), Barbara Paige (Gold Nib), Ruth Brandt (Gold Nib), Betty Shock (Sales), Margaret Kerr (Gold Nib) and Darlene Cornell (Steno).



When Dorothy Schroeder (Plastic Fab) submitted a suggestion recently on a thread ring job, she not only submitted a detailed account of her idea but even produced a miniature model to illustrate her point. Dorothy spent several hours carving the miniature out of cakes of soap.



Clarence Cowles (center), first apprentice to graduate from the toolmaker training program at the new Tool & Die plant, receives congratulations from A. A. Zuber (l), general manager, and a certificate from Ed McKiernan (r), apprentice training program supervisor.



Maxine Brown (l) and Patti Wolf (r) (Pilot Line) fit the finishing touches to a miniature grinder's base which they made and presented to Bill Kipp a party commemorating his 25th year with the company.



High scorers in the men's and women's bowling leagues receive their trophies from Red Ellertson (c) (Personnel). L. to r.: Orv Richardson (Pencils), Darlene Cornell (Steno), Ellertson, Lorena Wilcox (Gold Nib) and Jack Richmond (Tool Room). Orv and Lorena led the men's and women's leagues respectively but were ineligible to receive bowling balls since they had previously won them.

# SHEAFFER'S Annual Report

## for the year ended February 28, 1955

1

Here's how the fiscal year ended Feb. 28

### 1955 COMPARED WITH 1954

Net sales amounted to \$27,072,821

\$1,911,289 more than '54

However, expenditures for such things as selling, promotion, administration, production and profit-sharing were up \$1,383,280 over the previous year for a total of \$22,830,374.

But our net income increased \$133,108 before special credit for prior year operations.

Provisions for income taxes went up \$480,000 to reach \$2,355,000 or \$2.85 per share of common stock.

2

We RECEIVED

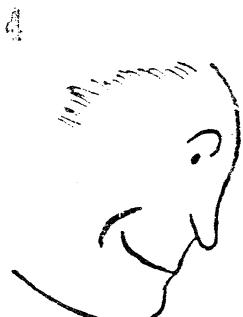
\$27,072,821

And it was spent for

Materials and other

All Taxes

Leaving \$11,



### Some bright spots during the year

There were several bright spots during the past year. These included

- record SALES
- higher INCOME
- higher DIVIDENDS
- increased PROFIT-SHARING

And Some

too

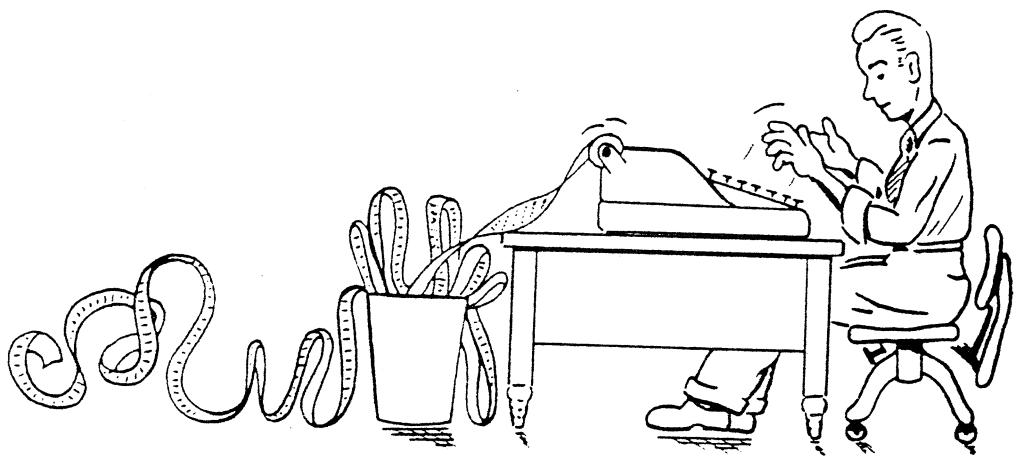
Expenses of our intensive campaign to gain a larger share of the writing instrument market prevented net income from keeping pace with our increase in sales.



5

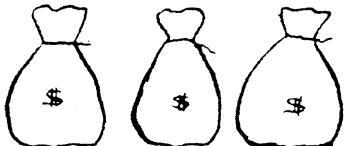
### Several MILESTONES

- our new \$1,000,000 Canadian plant was formally dedicated at Goderich
- six of our 1,571 employees were promoted to management positions
- profit-sharing was inaugurated for all employees of the Goderich plant



3

ur customers last year



es

- \$12,583,333
- 2,706,860

28 to be divided

And here's how the rest was DIVIDED

Payroll and benefits

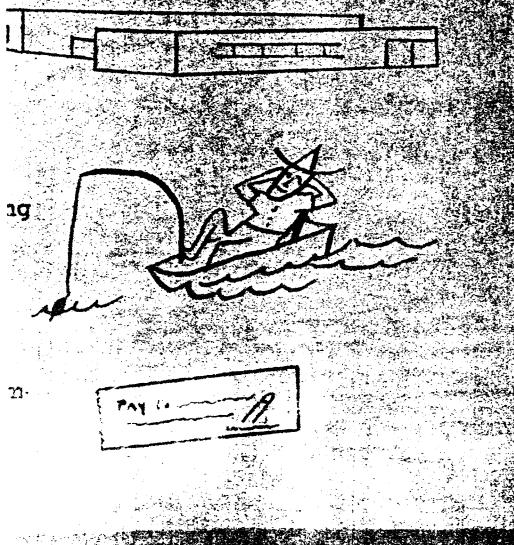
Company contribution to Employees  
Savings and Profit Sharing Trust Fund

Dividends to shareholders

Earnings retained for future expansion  
contingencies, etc.

4024412

re passed during the year



6

Our GOAL for the year ahead

For the second successive year we have achieved record sales of our products. We hope that the year ahead may prove even more successful than the past. However, we must realize that we are in a highly competitive industry and that we can not rest on past laurels. Meeting this competition effectively and efficiently will not only assure us of our continued leadership in the quality writing instrument field but ultimately will help to make better jobs for all of us.

# SHEAFFER'S REVIEW

Vol. 8 May No. 5  
Published monthly for the Men and Women of the

W. A. SHEAFFER PEN COMPANY  
General Offices and Factories  
Fort Madison, Iowa, U. S. A.

Fineline Division  
Mt. Pleasant, Iowa, U. S. A.

Canadian Office and Factory,  
Goderich, Ontario, Canada

Australian Office and Factory  
Melbourne, Australia

Export Division  
Fort Madison, Iowa

Printed in U. S. A.

EDITOR - - - RAY PETERSON

## SPRINGTIME HAZARD

Things really come out in the spring . . . new outfits, dusty rugs and carpet beaters, leaves, fishing tackle, new romances, screens, and resort folders. And with all this comes a host of energy - crammed kids . . . on bicycles, skates, scooters and flying feet.

When you roll into the towns in your car you'll see them along the parking and lawns. They'll be playing tag, cops - and - robbers, baseball. Whatever it is, they'll be playing it hard, and they'll be dashing around like so many Indians with the hot-foot!

Kids aren't too keen on the ABC's of traffic safety. Think back to your kid days. Did you worry your young head over such things as braking distances, reaction time, and such? Didn't your folks stuff you with "look both ways before you cross"? And weren't there times when you plumb forgot it, and dashed wildly from the curb?

We've got to keep trying to develop bumps of caution on childish heads . . . but we must never forget that kids are impulsive; that exciting play sometimes forces "Safety First" into the dim background.

So, near playground areas, in residential districts, in river - side areas, are bouncing on the river, jostling about taste and right-of-way, be alert for instant use of brake and horn. Ready yourself for emergency action, and you may save a youngster's life!

It pays . . . JUST ASK THE MAN WHO KILLED ONE!

## Women Bowlers Elect New Officers For '55

Lorena Wilcox (Gold Nib) was recently elected president of the women's bowling league for the 1955-56 season.

Other new officers elected were: Joan Gross (Accounting), vice president; Betty Chock (Sales), secretary; and Dorothy Hoenig (Accounting), treasurer.

The women also voted to extend next year's bowling to three rounds instead of the usual two.

## TABLE TENNIS TOURNEY HI-LIGHTS



(1) Floyd Murphy (Pen Assembly) and the championship form he used to win the singles title. (2) Sim Griswold (Service) serves one up to Walt Rippenkroeger (Plating). (3) Checking over the standings before the start of the next round are, l-r, Bob Murphy (Sales), Bob Consbrock (Drafting), Roger Enke (Sales) and John Gamble (Service). (4) Red Ellertson (l) (Personnel) congratulates Wayne Hughes (Pen Assembly) after presenting him a trophy for winning the doubles with Floyd Murphy (Pen Assembly) (second from right). In the background is Bob Consbrock (Drafting), runnerup in the singles. Bob paired with Red in the doubles and finished in the number two spot.

## FLOYD MURPHY WINS TABLE TENNIS SINGLES CROWN; PAIRS WITH HUGHES TO WIN DOUBLES

Floyd Murphy (Pen Assembly) and Wayne Hughes (Pen Assembly) teamed to win the doubles championship in the annual Sheaffer Table Tennis Tournament. The winners downed Bob Consbrock (Drafting) and Red Ellertson (Personnel) in three straight games, 21-14, 21-15 and 21-18.

Consbrock and Ellertson moved into the top bracket by whipping Mel Boettcher (Sales) and J. J. Reimers (Sales) 3-0 and Keith James (Tool & Die) and Sim Griswold (Pen Assembly), 3-1. In the lower bracket, Hughes and Murphy bested Bob Murphy (Sales) and Boettcher, who filled in for a missing player, 3-0; and then took the semi-finals from Jim Page (Plating) and Walt Rippenkroeger (Plating), 3-0.

Earlier Murphy bested Consbrock three games to two, to win the singles crown. The winning margin came when Consbrock lost on his own serve and Murphy came back during his serve to win the game and match.

Both players mowed down their op-

position in straight games to advance to the finals. Consbrock beat Wayne Hughes (Pen Assembly) 3-0; Red Ellertson (Personnel) 3-0; and Walt Rippenkroeger (Plating) 3-0. Floyd won matches from John Gamble (Service Correspondence) 3-0; Ken Cornell (Pen Assembly) 3-0; and Keith James (Tool & Die) 3-0.

## ELECTED TO NEW POSTS

Aurelia Atkinson (IBM) has been elected president and Irma Felgar (Plastic Fab) a director of the Ft. Madison Business and Professional Women's Club at the recent election of new officers. Both attended the annual meeting of the Iowa Federation of BPW Clubs at Sioux City.

## Five Installed as Y' Chimes Officers For '55

Five Sheaffer women were recently installed as officers of the Y' Chimes for the 1955 term.

Margaret Schuck (Plastic Fab) was elected president; Doris Stinnett (Pen Assembly), secretary; Flora Bel Herzog (Service), treasurer; Florence Proenneke (Pencil), chaplain, and Letha Burghoffer (Gold Nib), historian.

The Y' Chimes is an organization of single business women and is associated with the YWCA.

## VACATION SCHEDULE

All factory departments at Plant I and II in Ft. Madison and the Fineline plant in Mt. Pleasant will be closed July 1 to 18 for the annual two weeks vacation period.

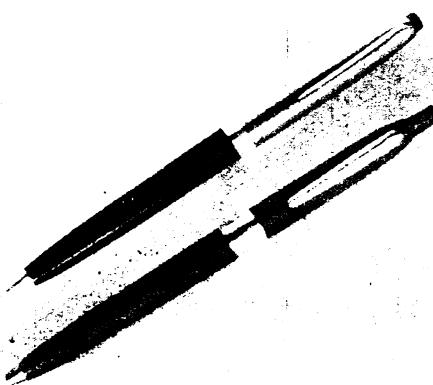
Service departments including Maintenance, Engineering, Service, Laboratory & Testing, Development, Personnel and Occupancy, will have their vacations scheduled in accordance with the amount of work required during the vacation shutdown. Office and Shipping employees will take their vacations during the factory shutdown wherever possible. Tool & Die employees will have staggered vacations.

## On the Cover



"How do we stand as a company?" seems to be the thought uppermost in the minds of this group as they look over a copy of the latest annual report during a rest period. L-r. Joyce DeHaven, Arlene Bonar, Dorothy Flynn and Joan Laughlin, all from the Inspection Dept.

## NEW BALLPOINTS



Two new ballpoints recently introduced by Sheaffer are shown above. Top, the new Sentinel ballpoint with metal cap, is priced at \$3.95 tax included. Lower, Sheaffer's new long-writing Valiant ballpoint provides a mate for the popular Snorkel Valiant fountain pen at \$2.95 tax included.

## Dick Higgins Is Man With King Sized Hobby

Some hobbyists collect stamps, some coins and some others old guns, but Dick Higgins (Fineline) goes in for king-sized hobbies.

Dick, or "Chief" as he is ribbingly referred to by some of his friends, recently acquired a 1919 American La France fire engine which formerly belonged to the Cedar Rapids Fire Department. The ancient pumper, one of two which the city of Cedar Rapids recently disposed of by sealed bid, posed somewhat of a problem to Dick when he finally got it home. The family garage just wasn't big enough to accommodate it. Fortunately however, another antique car hobbyist and fellow worker, Bill Van Brussel came to the rescue with his oversized garage which now houses Dick's antique engine.

The big red fire engine, still in first class shape, occasionally is seen around Mt. Pleasant as Dick takes the big vehicle for a trial spin. In addition to the fire truck, Dick also is the owner of a Model T Ford truck.

## Ralph Cramer Appointed County CD Chairman

Ralph Cramer (Traffic) has been named Lee County Civil Defense chairman by Gov. Leo A. Hoegh.

In his new post, Ralph will have charge of activities of all Ground Observer Corps posts in the county.

## Service Anniversaries

### — 30 YEARS —

Myrtle Yutesler ..... (Repair Parts)

### — 20 YEARS —

Lamar Murray ..... (Salesman)

Harold Moore ..... (Desk Stand)

Karl Dempsey ..... (Prod. Control)

Louis Holterhaus ..... (Tool)

John Billman ..... (Plastic Fab)

John Keeler ..... (Plastic Fab)

### — 15 YEARS —

Wilma Cloud ..... (Inspection)

Leroy Super ..... (Service)

Ralph Kampe ..... (Gold Nib)

William Stemple ..... (Engineering)

### — 10 YEARS —

Lola Gares ..... (Service)

Vera Fedler ..... (Inspection)

Matt J. Kennedy ..... (Salesman)

Robert Thomas ..... (Executive)

Lloyd Stockwell ..... (Gold Nib)

### — 5 YEARS —

Mary Steffensmeier ..... (Pen Assembly)

Janet Cruikshank ..... (Pencil)

Hope Fitch ..... (Plant #3)

Betty White ..... (Plant #)

Harry Duseenberry ..... (Occupancy)

Edward Senn ..... (Tool)

Paul McConnell ..... (Salesman)

## Activities Committee Sends Six To State Tournament

The Activities Committee sent six bowlers to the Women's State Bowling Tournament at Ames, May 14-15.

The women participated in the team, doubles and singles events. Members of the team were Erma Terry (Pencil) Lorene Clark (Pencil), Mary Lou Kiefer (Lab), Sally Koellner (Inspection) and Wanda Cornell (Pencil). Competing in the doubles event were the following pairs: Erma Terry and Lorene Clark; Sally Koellner and Wanda Cornell, and Barbara Paige (Gold Nib) and Fay Green (Gold Nib). All six were entered in the singles event.

## TRAVEL CLUB MARKS FIRST ANNIVERSARY AS GROWING, GOING ORGANIZATION

Just one year ago this month, eleven women employees met at the Sheaffer Clubhouse to form the Sheaffer Women's Travel Club. At that time Juanita Horn (Screw Machine) was elected president; Aurelia Atkinson (IBM), secretary and Irma Felgar (Plastic Fab), treasurer.

Despite the amount of kidding Cafeteria manager John Charters has taken about his raisin coffee cake which he claims is so light that its apt to lift you off the ground if you don't hold on to your chair, anyone who has tasted it will have to concede (though not to John, of course) that it's downright tasty.

If you haven't tried it yet, give yourself a treat. And if the treat meets with your approval and you'd like to whip one up for the family, John has been persuaded to divulge the recipe for his delicious coffee cake.

### RAISIN COFFEE CAKE

Butter	1 1/4 Cup
Crisco	1 1/4 Cup
Sugar	1 Cup (scant)
Eggs	2
Milk	1 Cup
Cake flour	2-1 1/4 Cups
Baking powder	2-1 1/2 teaspoons
Nut Meats	1 1/4 Cup
Raisins	1 1/4 Cup
Salt	1/8 teaspoon
Butter	1 tablespoon
Sugar	1 Cup (scant)
Flour	1 1/4 Cup
Cinnamon	1 tablespoon

Directions: (1) Cream butter, shortening and sugar. (2) Add eggs and beat thoroughly. (3) Add milk and most of flour alternately. (4) Add baking powder, nutmeats (which have been chopped coarsely), raisins and salt, mixed with rest of flour. (5) Pour into greased round cake tin and bake at 370° F for 45 minutes. (6) Cream second item of butter. Mix last items of sugar and flour and the cinnamon together and rub into the butter. (7) When cake has cooled slightly cover with a thin sugar icing and sprinkle the cinnamon crumbs over the top, using 5 ozs. crumbs per cake.

----

### Attends C. of C. Meeting

Wilbur K. Olson, director of development, recently represented the Ft. Madison Chamber of Commerce at the 43rd annual meeting of the U. S. Chamber of Commerce in Washington.

Mr. Olson was one of more than 3,100 members of the chamber who attended the annual meeting.

----

### Speaks at Graceland College

Ed McKiernan (Tool & Die) appeared as a guest speaker at a recent engineering seminar at Graceland College at Lamoni, Iowa.

Ed discussed various production and engineering problems as well as ways of improving teaching techniques to conform with industry's requirements.



Present officers of the Women's Travel Club look over the route they plan to take on their trip to Nashville, Tenn. and Mammoth Cave, Ky. L. to r., Irma Felgar (Plastic Fab), president; Margaret Feldbauer (Plastic Fab) secretary and Ole Lightfoot (Plastic Fab) treasurer.

From that beginning, the Club has spontaneously grown to one of the most enthusiastic groups in the company. More than 75 different women have taken advantage of at least one of the tours and many have gone on all of them. Enthusiasm is growing and more Sheaffer women are eager to be included on each new trip.

Plans are made well in advance and details are worked out carefully and completely before each trip is announced. The destination, route, type of transportation, meals enroute, hotel accommodations, transportation while in a city, meals while there, tickets for any special event members may wish to see, time schedule, and the ever present weather must be reckoned with by the club's officers in setting up each trip.

In their first year, the women have made, or will have made, seven excursions by chartered bus and car. Their first trip was to Springfield, Illinois, via Lewistown and Salem. Then came a trip to St. Louis and a pair of Cardinal ballgames, a sight-seeing and shopping tour to Chicago, a weekend in the Lake-of-the-Clark region, a trip to Des Moines to the famous Johnston-Shipstad Ice Follies, and their latest — a visit to the world famous Pella Tulip Festival at Pella, Iowa.

They have already arranged to attend the world-famous Pella Tulip Festival in Pella, Iowa, and later spend the Memorial Day weekend at Nashville and Chattanooga, Tenn. as well as Mammoth Cave, Ky. Club members also hope to take advantage of the long Labor Day weekend and visit the scenic Wisconsin Dells on the Wisconsin River.

They have already arranged to spend the Memorial Day weekend at Nashville and Chattanooga, Tenn. as well as Mammoth Cave, Ky. Club members also hope to take advantage of the long Labor Day weekend and visit the scenic Wisconsin Dells on the Wisconsin River.

SHEAFFER'S  
*Review*

JUNE, 1955



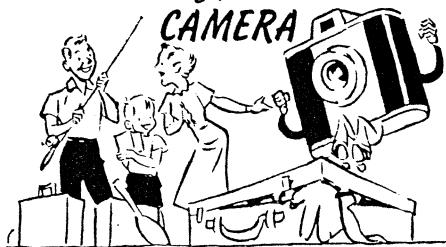
## THIRD ANNUAL VACATION SNAPSHOT CONTEST TO RUN FROM JULY 1 TO SEPT. 1

When you're packing your summer clothes, golf clubs and fishing tackle for that long planned vacation, don't forget to include a camera. In addition to the pleasant memories and laughs these snapshots will afford for many years to come, they can also win some cash prizes in the Third Annual Vacation Snapshot Contest.

The Snapshot Contest gets underway July 1 with the factory vacation period and will continue through Sept. 1.

All employees of the Ft. Madison and Mt. Pleasant plants are eligible to compete.

*Be sure to bring your*



This year's contest will be divided into two classifications—color shots and black and white prints.

First prize in each class will be a \$25 savings bond. Second prize winners in each classification will receive \$10 checks and third prize winners will receive \$5. In addition there will be five honorable mentions in each division.

### Rules

The rules of the contest are simple:

1. All pictures taken between July 1 and Sept. 1 are eligible for judging. No entries received after Sept. 1 will be accepted in the contest.

2. Judging will be done by the Activities Committee following the close of the contest. Winners will be announced in the September issue of the Review. Winning pictures also will be published in that issue of the Review.

3. Ordinary color and black and white prints as received from the photo finisher are acceptable. There is no limit on the number of entries an employee may make.

4. Black and white or color 35-mm slides will not be accepted in the contest. Prints from these slides will be accepted however if they are at least two and half inches wide or larger.

5. Pictures will be judged on general appearance, composition, originality, subject matter and appeal. All decisions by the judges will be final.

### Entries Returned

Entries should be sent to the Public Relations Dept. DO NOT WRITE YOUR NAME ON THE BACK OF THE PICTURE. The name and de-

partment of the individual submitting the picture should be written on a small piece of paper and attached by a paper clip to the photo.

As each photo is received it will be numbered. A corresponding number will be written on the slip of paper bearing the contestant's name and department. When the photos are delivered to the judges, they will bear only a number so that no judge will know whose photo he is judging.

ALL ENTRIES WILL BE RETURNED TO THE OWNERS AT THE CONCLUSION OF THE CONTEST.

### HOURLY AND PIECE RATE WORKERS GET 5% RAISE

Hourly paid and piece rate workers at the company's three plants in Ft. Madison and the Mt. Pleasant plant have been granted a five per cent wage increase.

The wage boost, which affected approximately 1,700 employees, became effective June 1.

## "NAVY LOG," NEW TV SHOW SIGNED FOR FALL

"Navy Log," a series of half-hour semi-documentary television programs based on peacetime and wartime Navy incidents has been signed by Sheaffer's for the fall and winter season.

The new television show, considered one of the strongest new shows offered for the coming season, will start early in September at a date to be announced later. The program will be carried over the CBS television network and will originate from New York at 7 p. m. (CST) each Tuesday.

Co-sponsoring the program with Sheaffer's will be Maytag, another Iowa company.

The new show has broad appeal to all age groups and with the extensive station coverage planned, will give Sheaffer excellent penetration of the nation's vast consumer market.

The first program will be based on the exploits of the Navy's skin divers.

## Powell Taapken Gets Bronze Star Belatedly

Eleven years and a war (Korean) later, Powell Taapken (Engineering) received a mailing tube stuffed with official looking papers.

Opening the parcel which bore a label indicating it was from the Department of the Army, he belatedly received the happy news that he had been awarded the Bronze Star "for meritorious achievement in ground operations against the enemy" during World War II.

The lapse of nearly 11 years however served only to increase his appreciation of the award.

Powell, who served about two and a half years in the European Theater during the latter part of World War II, was given the award for meritorious achievement against the Germans during the Battle of the Bulge around December, 1944.

Although he has received only the citation and notice of the award to date, the Army has advised him the Bronze Star medal will be forthcoming next month.

## W. A. Sheaffer II Named To Foreign Policy Committee

President W. A. Sheaffer II has been appointed to the U. S. Chamber of Commerce's Foreign Policy committee.

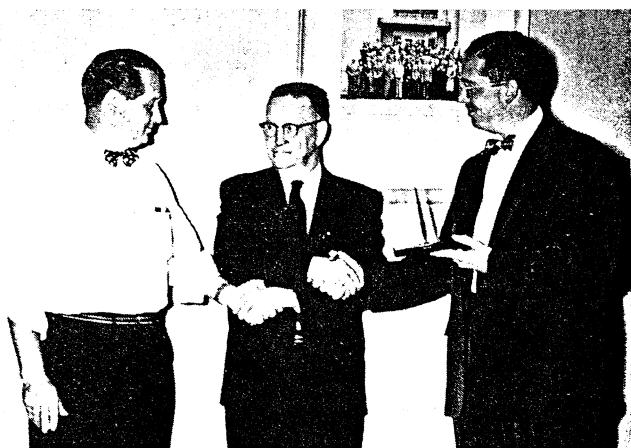
The committee is set up to develop a national foreign policy that will protect this nation's independence and promote world peace. Through its studies and recommendations, the committee helps to formulate the views of business on international problems and incorporate them in the Chamber's policy declarations.

## Company Gets Award For Improved Safety Record

The Sheaffer Pen Company was among the 21 Iowa manufacturing firms which received safety awards at the recent annual meeting of the Industrial Safety Association.

The awards went to firms which have improved their safety record during the last year through reduction of "on-the-job" accidents.

# Goings On . . .



Ernest Black (center) (Plastic Fab) receives congratulations from his son, Leon (l), president of the Canadian plant, and President W. A. Sheaffer II (r) upon completion of 30 years' service with the company. President Sheaffer presented the elder Black with a solid gold desk pen set in honor of the occasion.



A couple of the company's top salesmen enjoy a laugh as they recall their early selling days with the company. Graham Orr (r), one of the company's greatest salesmen before he retired in 1952, recently paid a visit to his former boss, Harry Waldron (l), retired vice president and oldest living employee of the company in point of service.



Ed Gillett (r) (Drafting) receives his diploma from Max Oehler (l), chief engineer, upon completion of his drafting apprenticeship course. The three-year training program covers 6,000 hours of drafting theory and practice.



Myrtle Yutesler (Repair Parts) looks over the solid gold desk pen set she received from President W. A. Sheaffer II for 30 years of service with the company.



A group of hardy fishermen from the Goderich plant brave the icy waters in quest of smelt which travel up the small rivers from Lake Huron to spawn. Pictured above are l-r, Art Allen (Fab), Eric Raeburn (Tool Room), Larry Owles (Quality Control) and John Scott (foreground) (Gold Nib).



Champions of the Women's Classic Bowling League at the Rodeo City alleys is this quintet composed of l-r, Vera Fedler (Pen Assembly), Thelma Richardson (Metal Fab), Lorena Wilcox (Gold Nib), Betty Chock (Sales) and Darlene Cornell (Steno). (Evening Democrat Photo).



Delbert DeVol (Drafting) looks over an old French traveling alarm clock, one of the more than 200 timepieces in his collection. At right, Del rehabilitates an old statue clock in the workshop at the rear of his home. The cases were made in France and imported to this country where they were fitted with American works.

"... sold to Delbert Devol," shouts the auctioneer as he bangs his gavel and leans over the crowd to hand a battered old clock of another era to the man who has become a familiar figure at auctions—and wherever else there's an old timepiece to be had.

His unceasing search for antique clocks and ancient watches regularly takes Del to auctions, secondhand shops and antique sales throughout Iowa, Illinois and Missouri. And when his vacation rolls around, the search for old timepieces reaches out into whatever area his trip may take him.

Although he began his hobby of collecting clocks and watches only a few years ago, his collection now includes more than 200 timepieces. These of course, are in addition to the numerous others which he has sold or traded in the course of acquiring his present collection.

Del first got the bug for collecting timepieces early in 1952 while browsing through a book from the library. His eye hit upon a passage written by John F. Watson in Philadelphia in 1830 which read:

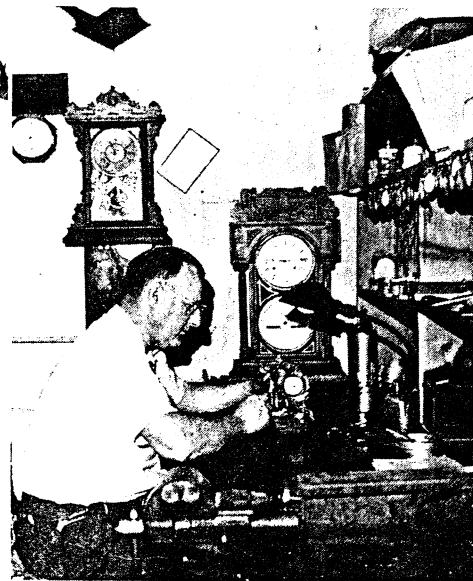
*"I love to contemplate an old clock. One of those relics of bygone times that come down to us wrapped in veneration, telling their tale of simple yet touching interest."*

*"How erect and prim it stands in the corner, like some faded specimen of maiden antiquity. Its face bears marks of beauty—of beauty decayed but not obliterated."*

*"It is plain that it has seen its best days, but it is equally evident that it was the pride and ornament of its day."*

*"Years have gone by since the aged monitor of time first started on its course, and now they who started out with it in the morning of life, where are they, aye, where are they? But the old clock ticks blithely and patiently as ever. The voices and footsteps are silent of those who*

# Monitor of Time



*"journeyed up with it to a good old age. A new race succeeds and stands before it, and as they watch its progress their hours are also passing. Mark then the impressive lesson from the old clock."*

The passage sparked Del's imagination and interest and he began reading and studying more about old timepieces, while acquiring various old watches, wall clocks, alarm clocks, desk clocks, etc.

## Unusual Clocks

Today, in virtually every room of Del's home there's at least a half dozen clocks and watches. In the living room alone there's over 35 wall clocks and desk clocks. In addition, there's probably another 75 or so dust-covered old clocks—some in running condition, others not—in his workshop awaiting their turn to be rehabilitated.

But in fine running condition, Del can show you almost any type of old timepiece that interests you. There's an old square Ansonia alarm clock about six inches square that rings a bell on the half hour and the hour. It dates back to the mid-19th century but still keeps excellent time.

A small carriage clock rehabilitated by Del repeats

the last hour by pushing a small button on top. This ancient French timepiece was carried by carriage travelers. If they wanted to know the approximate time at night without bothering to light a candle, they merely pushed the button which made the clock strike the last hour.

And there's any number of key wound pocket watches in his collection, complete with keys and in running condition.

Although Delbert admits it's a lot of fun collecting these old clocks and watches, he hastens to point out that most of the fun and satisfaction lies in putting them back in running condition again.

#### *Learned Clock Repair*

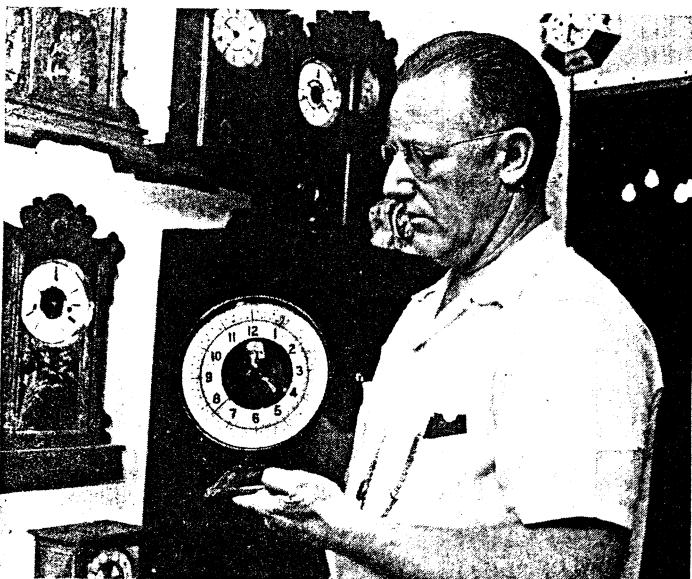
Del mastered the art of clock repairing himself in the course of his hobby.

"It would be a rather expensive hobby if I had to have a professional watch repairman overhaul the clocks and watches that I pick up," he explained.

As a result of the skill he's acquired as a clock repairman in the course of his hobby, he's frequently called upon to help put in working order an old clock which has been passed on down through some family.

Because he's earned quite a reputation around Ft. Madison as a clock collector, Del frequently receives clocks from people who either have no use for them any longer or believe the timepiece is beyond repair.

But the majority of his collection has been acquired by diligently searching and inquiring. Sometimes a casual remark from a merchant in some small community about an old watch will send Del to the owner's home to dicker with him for the timepiece.



One of the prize items in Del's collection of timepieces is this unusual clock which tells time to the exact minute although it has only one hand instead of the conventional two. Imprinted on the face of the clock is a picture of Benjamin Franklin.

Auctions, however, produce the great bulk of his collection. For instance, there's a very unusual clock in his collection that was picked up at an auction because some other antique dealers mistook it for a picture frame.

#### *One Hand Clock*

The clock is a one hand clock which tells the exact time to the minute by means of its one lone hand. The face of the clock is about seven or eight inches in diameter and bears a picture of Benjamin Franklin in the center. Despite his attempts to uncover the history of this clock, Del has been unable to turn up any accurate background on the timepiece which was made by the One Hand Clock Co. of Warren, Pa.

Another unusual clock in his collection is a two faced clock which not only tells the hour and minute but the day of the week, the date of the month and the month of the year.

And of course there's a multitude of other unusual clocks — clocks made out of Dresden china, locomotive clocks, drummer boy clocks, miniature clocks, clocks with wooden gears and parts, cuckoo clocks from the Black Forest of Germany and a host of others bearing such famous names as Seth Thomas, Westclox, Big Ben, New Haven, Elgin, Ingraham, Gilbert, and Schuyler, Hartle and Graham.

Del doesn't attempt to keep them all running at the same time.

"It would keep a man busy most of the day winding them and would probably drive him crazy when they began striking the hour," he explained.



This antique clock was made in La-dailles, France, by Japy Bros. in 1855. It's an eight-day clock that strikes a bell instead of a gong.

# SHEAFFER'S REVIEW

Vol. 8 June No. 6

Published monthly for the Men and Women of the

W. A. SHEAFFER PEN COMPANY  
General Offices and Factories  
Fort Madison, Iowa, U. S. A.

Fineline Division  
Mt. Pleasant, Iowa, U. S. A.

Canadian Office and Factory,  
Goderich, Ontario, Canada

Australian Office and Factory  
Melbourne, Australia

Export Division  
Fort Madison, Iowa

Printed in U. S. A.

EDITOR - - - RAY PETERSON

## TRAVEL CLUB PLANS TRIP TO WIS. DELLS

The Women's Travel Club is busy working on plans for a Labor Day weekend trip to the Wisconsin Dells.

Approximately 41 women are expected to make the trip. They will leave Ft. Madison at 4 a. m. Saturday, spend the weekend at the Dells and return home Monday afternoon. During their visit to the Dells the women will make the Blackhawk Hotel their headquarters.

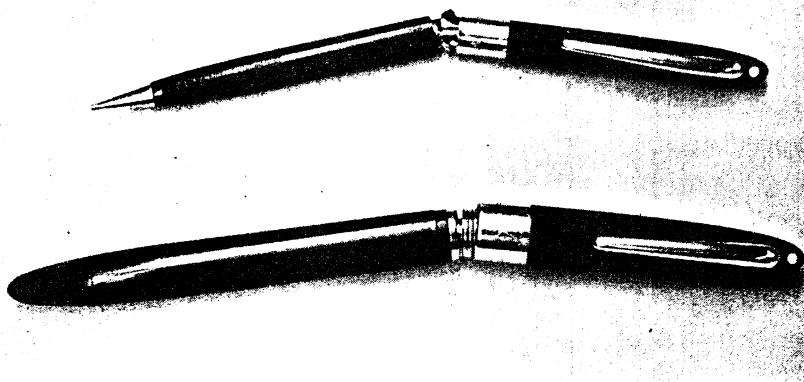
From there they plan to make a number of sidetrips which will include boat trips to the Upper and Lower Dells.

## NEW WASPCO COUNCIL MEMBERS ARE ELECTED

Election of department representatives on the WASPCO Council were conducted in the three Ft. Madison plants this month.

Council members elected for the new term are Robert Gibbs and Dorothy Lamb (Pen Assembly), Carl Riley (Tool Room), Vic Patteson and George Snyder (Service), Powell Taapken (Engineering), Gene Davis (Development), Cecil Hamilton (Desk Stand), Al Kruger (Pencil), John Murphy and Ed Lodwick (Gold Nib), Dorothy Hughes (Metal Fab), Melvin Hall (Maintenance), Wayne Keeler and Margaret Feldbauer (Plastic Fab), Virgil Alton (Plating), Al Burwinkle (Screw Machine), Jack Stowe (Central Inspection), Don Kincaid (Molding), Juanita Wagner (Skrip), Bill Gross (Service Parts), Joe Cullen (Tool & Die), Joan Gross and Rosie Menke (Office), Margaret Leach (Occupancy) and Maxine Shagsta (Shipping).

## LIFE SAVING ENSEMBLE



This Sheaffer Snorkel pen and pencil probably saved the life of T/Sgt. Bruce Zabel of Savannah, Ga., recently when they stopped a piece of steel that struck him in the chest in an airplane accident at Lajes Field in the Azores recently.

## Sheaffer White Dots Play In City League

The Sheaffer White Dot softball team are competing in the City League this year with home games being played on the Employees Park diamond.

Bud Davis (Tool & Die) is managing the White Dots which include the following players: Ray Pohlpeter (Pen Assembly), Red Wilson (Metal Fab), Mel Boettcher (Sales), Keith James (Tool & Die), Tommy Bartlett (Pen Assembly), Jim Page (Plating), Bob Murphy (Sales), Clarence Cowles (Tool & Die), Sim Griswold (Pen Assembly), Walt Rippenkroger (Plating) and Cesar Juarez (Plating).

The White Dots play once a week, usually Thursday, on their home diamond.

## White Dots Play Prison Saints At Park June 26

The Sheaffer White Dots will meet the Ft. Madison Prison Saints in the traditional softball game at the Employees Park on June 26.

The game, which is the only one the prisoners will play away this season, is expected to draw the usual large attendance it has in the past. Admission will be 50 cents per person with 60 per cent of the gate going to the winners and 40 per cent to the losers. The money won by the Prison Saints is used to purchase athletic equipment and to build up its athletic fund.

## SNORKEL PEN, PENCIL SAVE AIRMAN'S LIFE

An air force sergeant owes a lot to his Sheaffer pen and pencil. In fact, he's not quite sure that he doesn't owe his life to the Sheaffer pen and pencil his wife presented as a gift to him.

T/Sgt. Bruce H. Zabel of Savannah, Georgia, recently sent in a bent and battered ensemble with a letter explaining these are "the remains of the sorriest thing that ever happened to the top grade product you people make."

"Please see what you can do to them as their sentimental value has increased greatly, not only as a gift from my doll of a wife but they perhaps saved my life on 8 April last. I fly for Uncle Sam and I was in an aircraft accident at Lajes Field, Azores, that day. A small bar of metal which surely would have pierced my chest cavity and consequently my heart was stopped by these two faithfuls lying in my breast pocket. It dented me just a little bit as I was heavily clothed."

Sgt. Zabel's Snorkel pen and pencil fortunately could be repaired and are now back flying with him again.

## Fourth of July

The Fourth of July will be a paid holiday for employees scheduled to work during the factory vacation shutdown which begins July 1 and ends July 18.

## Service Anniversaries

### — 15 YEARS —

Harry Dusenberry ..... (Plating)  
Charles Boyer ..... (Tool Room)  
Mickey Finley ..... (Repair Parts)  
Powell Taapken ..... (Engineering)  
Kenneth P. Jungbluth ..... (Salesman)  
Maurice Engeman ..... (Screw Machine)  
F. E. Troy ..... (Fineline Sales)

### — 10 YEARS —

Mary Richers ..... (Gen. Adm. Oper.)

### — 5 YEARS —

Thomas Conradt ..... (Gold Nib)

## Five Employees' Youngsters Win College Scholarships

College scholarships valued at more than \$18,000 were won by sons and daughters of five Sheaffer employees.

Heading the list of winners was Toby Warson, son of Irene (Cafeteria) and Toby Warson (Gold Nib), who received an appointment to the U. S. Naval Academy at Annapolis, a Naval Reserve Officers Training four-year college award and an Iowa State College merit scholarship.

Barbara White, daughter of Forrest C. White (Production Planning), was awarded a \$2,000 local Junior Achievement scholarship. In addition she won local and state scholarship recognition from the Elks.

Kenny Gardner, son of Lloyd K. Gardner (Gold Nib), received the \$500 local Junior Achievement scholarship.

Ada Hawbaker, daughter of Tom Hawbaker (Shipping), received the P.E.O. scholarship and the Cottey College Valedictorian scholarship. She was class valedictorian.

All were graduated last month from Ft. Madison Public High School.

In addition to these winners, Bradley Cuthbert, 14-year-old son of Darwin Cuthbert (Shipping), received a \$300 college scholarship from the Des Moines Register and Tribune for which he is a carrier-salesman. He was the youngest of 16 carrier-salesmen throughout the state who received the newspaper scholarships. The scholarships were based on academic standing, activities and their newspaper record.

## NEW GOLD NIB LAUNDRY SETUP SAVES TIME, LABOR; PROVIDES CLEANER, SOFTER WORKCLOTHES

Wash day is no longer a chore in the Gold Nib Department.

A new automatic washer and an electric dryer have been installed in the department, replacing the old style washer formerly used to remove dirt from employees' aprons, smocks and towels. The dirt together with tiny particles of gold that accumulate on the aprons and smocks during the polishing, stamping

## BARNEY BARNES WINS GOLF TOURNAMENT

Barney Barnes (Screw Machine) recently won the annual Memorial Day golf tournament at Spring Lake Club.

Barney fired a 38-34-34 — 106 over the par 35 nine-hole course to finish five strokes ahead of his nearest competitor. A record field of 64 entries was on hand to give Barney some tough competition in the 10th annual tournament.

## Accounting Dept. Golf Tournament At Keokuk

The fifth annual Accounting Department Invitation Golf Tournament will be held Saturday, June 25 at the Elks Fairview Country Club in Keokuk.

A record number of entries is expected in this year's tournament. The entry fee is \$5 which includes green fees and lunch.

Jim Yeast, chairman of the tournament, pointed out that all entry fees must be paid not later than midnight, Wednesday, June 22. Play will begin at 7:30 a. m. over the nine hole course.

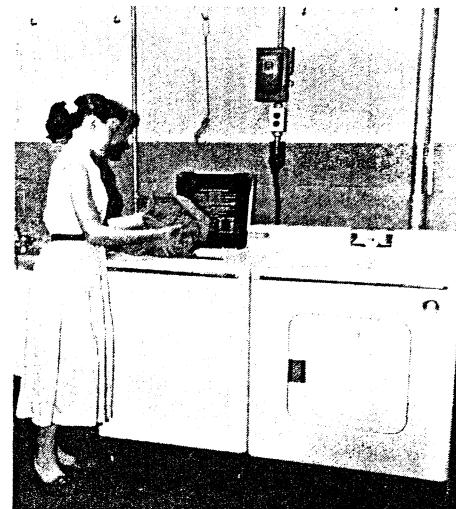
Jim Emerson (Addressograph), last year's champion, will be on hand to defend his title.

## Two Win Honors In Annual Rose Show

Two employees recently proved they were no amateurs when it comes to roses.

Ambrose Pfeffer (Works Managers Office) and Dale McCray (Tool Room) who raise roses as a hobby, entered some of their roses in the first annual Ft. Madison Rose Show. Both walked off with blue ribbons for their respective entries in the show which attracted nearly 200 entries.

Am captured first prize in his class with a Beacon (red) rose while Dale's single entry of a yellow tearose took top honors in that class.



Sally Henning (Gold Nib) deposits her smock in the new automatic washer recently installed in the Gold Nib Dept. to launder aprons, smocks and towels. At right is the electric dryer.

and grinding operations on the gold nibs is carried from the washing machine to special settling tanks in the basement. The gold is later salvaged from the wash water by a series of operations.

The new automatic washer and dryer has a number of advantages:

One of the most important is the saving in man-hours formerly required to handle the laundry detail. In the past, one man spent a full eight-hour day each week doing the laundry. Now the automatic setup requires only a few minutes attention by a day worker to remove the clothes from the washer or dryer at the end of the cycle.

Use of the dryer makes for more efficient operation of the air conditioning system in the department since it eliminates the necessity of hanging the wet clothes on lines to dry. This former practice released considerable moisture which disrupted the air conditioning system.

Since the dryer eliminates the need of clotheslines, the additional space which they required will now be available for other uses.

In addition, the new equipment provides an abundant supply of softer, cleaner work clothes for employees in the Gold Nib Dept.

# Strictly for Ladies...

Summer or winter, chop suey is a popular dish with many when properly prepared. Try it the next time you're searching for something a little different than the usual meat and potato fare.

## CHOP SUEY

pork - cut in	1/2 inch cubes	1 lb.
salad oil	1-1/2 teaspoons	1/2 teaspoon
salt	1/8 teaspoon	1-8 teaspoon
black pepper	1/8	1/8
garlic bud	2-1/2 cups	1 cup
celery - cut	1 cup	1-1/2 cups
onion - sliced	1-1/2 teaspoons	1-1/2 teaspoons
water chestnuts -	1-1/2 cups	1-1/2 cups
sliced	1-1/2 cups	1-1/2 cups
cornstarch	1-1/2 teaspoons	1-1/2 teaspoons
molasses	2 tablespoons	1/8 teaspoon
soy sauce	1-1/2 teaspoons	1-1/2 teaspoons
monosodium glutamate	1-1/2 teaspoons	1-1/2 teaspoons
water	1-1/2 cups	1-1/2 cups
bean sprouts	1-1/2 cups	1-1/2 cups
boiling water	1-1/2 cups	1-1/2 cups

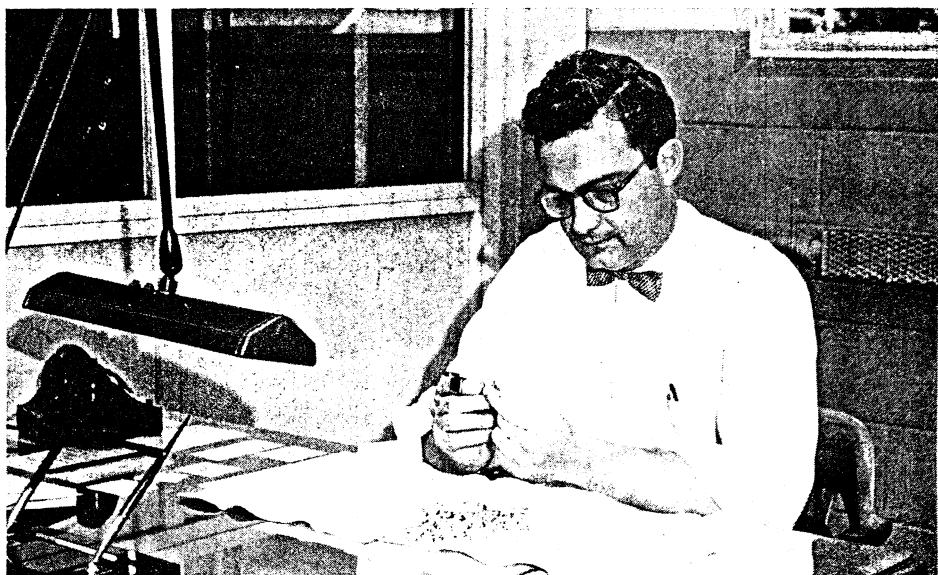
**Directions:** Mince garlic very, very fine. Cut celery in 1-1/4 inch pieces and slice lengthwise if thick. Slice onions. Slice water chestnuts thin. Sauté pork in salad oil for 15 minutes. Add salt, pepper, garlic and celery. Cook 10 minutes, stirring often. Add onions and cook until vegetables are done. Add water chestnuts. Combine cornstarch, molasses and soy sauce. Dissolve monosodium glutamate in first item of water and add to the molasses mixture. Thicken meat and vegetables with this mixture. Add bean sprouts and cook 5 minutes longer—no more. Thin with boiling water to right consistency.

## On the Cover



Ed Thorn (center) (Sales), presents a \$2,000 local Junior Achievement scholarship to Barbara White, daughter of F. C. White (Production Planning), during the recent annual JA banquet. Ed, retiring JA director, later presented a \$500 JA scholarship award to Kenny Gardner (l), son of Lloyd Gardner (Gold Nib).

## UP THE SHEAFFER LADDER



JOHN E. HAUCK

JOHN HAUCK might have turned out to be a chemist or a chemical engineer if the war hadn't come along to disrupt his plans.

But as it worked out, a combination of circumstances steered him into the role of Gold Nib Dept. manager.

As a youngster just out of Ft. Madison Public High School in 1937, John wanted to work in a laboratory. His aunt, who was secretary to W. A. Sheaffer, the company's founder, suggested there might be an opening in the lab soon. So he took a job in the Shipping Dept. on July 1, 1937, hoping the lab job would materialize in the near future. He didn't have long to wait. The following January he was transferred to the Lab and worked there as a technician until January 1941 when he went into the Army. John was Ft. Madison's first young man to volunteer for a year of active duty.

Shortly after he entered the service, he was selected for Officers Candidate School. He completed officer's training, was commissioned a second lieutenant in January 1942 and three days after receiving his commission was enroute to the southwest Pacific.

After participating in various campaigns from New Guinea to the Philippines for three years with the Air Corps, he returned to the states and received his honorable discharge as a major early in 1946.

John returned to the company in March 1946 and was enrolled in the supervisory training program. Before his training was completed he was assigned as assistant foreman in the Radite Dept. in July 1947. When the Radite and Holder Departments were later merged into the Plastic Fab Dept. he became a supervisor in the new department in January 1949.

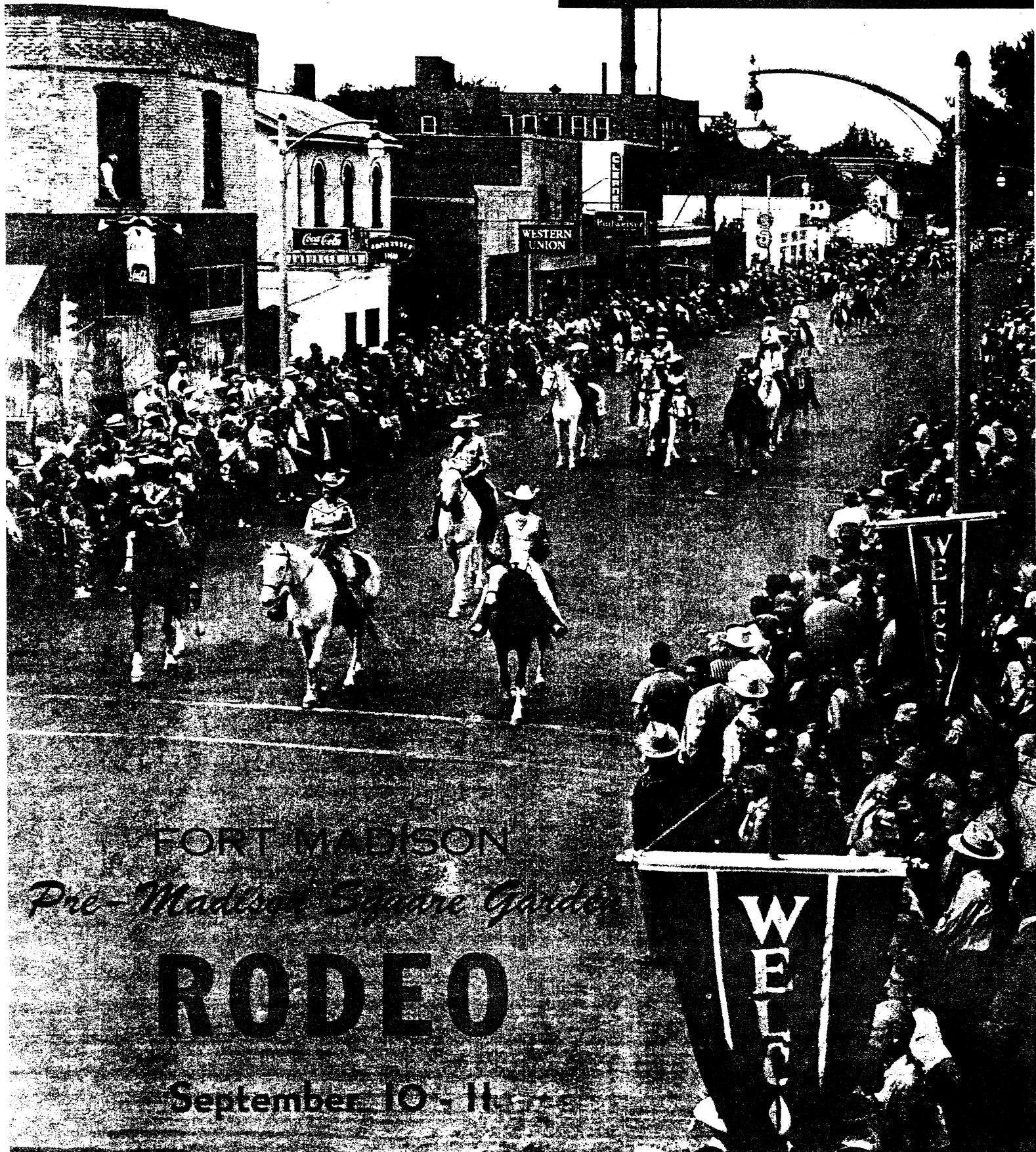
It wasn't long before John, a big and affable fellow, was picked to be assistant to Ben Byers. That job lasted about three years after which John went to the Gold Nib Dept. by way of Holland, Mich., where he spent about three months learning the operation of new equipment which the company had purchased to manufacture the drawn nib. When the equipment was moved into Gold Nib, John came along with the title of assistant to the department manager.

He was appointed acting department manager of Gold Nib on July 1, 1954 and took over the department last March when Pete Jungbluth retired as department manager.

Outside the office, John relaxes with a rather unusual hobby—baking. His specialties, he explains, are sweet rolls, coffee cakes and homemade bread. He leaves the pies, cakes, etc., to Mrs. Hauck.

In addition, John likes to putter around with a camera and his current specialty is color movies of his son and daughter.

# SHEAFFER'S *Review*



FORT MADISON

*Pre-Weekend of the Great*

**RODEO**

September 10-11

W  
E  
L  
C  
O  
M  
E

## THIRD ANNUAL VACATION SNAPSHOT CONTEST FOR EMPLOYEES WILL CLOSE SEPTEMBER 1

The deadline of September 1 is rapidly approaching in the Third Annual Employees' Vacation Snapshot Contest, so if you haven't gotten your entries in yet, you'd better hurry.

Remember, any employee of the Ft. Madison or Mt. Pleasant plants can enter as many snapshots as he wishes, provided they were taken between July 1 and September 1 of this year.

And this year your chances of winning are better than ever due to the fact that the contest is now divided into two classes--black and white shots and color prints.

### PRIZES

Winners in each class will receive a \$25 savings bond for first prize while second place winners will receive \$10 and third place winners will receive \$5 each. In addition, there will be five honorable mentions in each class.

In case you've misplaced the rules for entering the contest, here's a brief synopsis of them again:

1. Pictures must be taken between July 1 and Sept. 1 of this year.

2. No entries received after Sept. 1 will be accepted.

3. The Activities Committee will serve as the board of judges.

4. Pictures will be judged on general appearance, composition, originality, subject matter and appeal. All decisions by the judges are final.

5. Ordinary color or black and white prints as received from the photo finisher are acceptable. There is no limit on the number of entries an employee may make.

6. Negatives or color 35 mm slides will not be accepted. Prints made from these however will be eligible if they are at least two and a half inches wide or larger.

### PICTURES RETURNED

Send your entries to the Public Relations Dept. together with your name and department written on a separate piece of paper and attached to the photo. Each entry will be numbered as received so the judges will have no idea whose picture is being judged. Once the winners have been selected the photos entered in the contest will be returned to their owners. Winners will be announced in the September issue of the Review, which will also carry the winning pictures.

## Women's Travel Club Plans Trip To Dells

Eighty-four women employees plan to participate in the Women's Travel Club junket to the Wisconsin Dells over the Labor Day weekend.

The group, which will occupy two buses, represents the biggest turnout for any trip the club has sponsored since it was founded a year ago.

Women making the trip will leave Ft. Madison from the parking lot west of the personnel building at 4 a.m. Saturday, Sept. 3, and will arrive at the Dells in time for lunch.

Because of the unusually large group, it was necessary to obtain accommodations at both the Blackhawk Hotel and the Crandall Hotel. During their stay at the Dells, the women will visit various points of interest such as the Indian village, the Florida water show etc. On Sunday evening they will all get together for dinner at the Blackhawk Hotel. The group plans to start back to Ft. Madison Monday, arriving here in the evening.

At the recent meeting of the Travel Club, plans were discussed for a possible fall trip to Kansas City.

## Three Employees Spend Their Vacations Abroad

Three employees spent their vacations abroad this year.

Lucille Trotter (Executive) flew to Hawaii for her vacation while Mary Jo McAllister (Advertising) and Monique Marshall (IBM) flew to Europe.

Mary Jo visited Holland, Belgium, Switzerland, Germany and Spain on her two-week trip while Monique spent most of her three-week jaunt visiting her family in France.

## New Jobs For Bud Covington, J. Azinger And C. Gillett

Three foremen were given new assignments in a recent personnel shift.

Bud Covington, Inspection Dept. foreman will be assigned new duties the nature of which will be announced later.

John Azinger, Pencil Assembly Dept. foreman, takes over Bud's duties in the Inspection Dept. while Clark Gillett, who has been foreman in Pencil Mechanism will assume John's former duties in assembly in addition to continuing his present supervisory of pencil mechanism.

Olivet, he went to Washington State University where he taught social science. Mr. Armbruster joined Ernst & Ernst in 1944.



GORDON ARMBRUSTER

In his new post, Mr. Armbruster will be in charge of organization and personnel and will be directly responsible for the development and improvement of the company's organizational structure, including selection, placement and training of personnel in all divisions of the company.

G. E. Mekemson will continue as personnel director.

A native of Milwaukee, Wis., Mr. Armbruster received his Ph.B from the University of Wisconsin in 1935 and did graduate study in labor economics at Wisconsin before attending the University of London from which he received his doctorate of philosophy in psychology and sociology in 1939. For a short time thereafter, he lectured throughout England on adult education before returning to the United States in 1940 to become an administrative analyst for the city of Chicago.

He joined the National Resources Planning Board the following year but left government work in 1942 to teach at Olivet College. After a year at

# Goings On...



Four 30-year employees receive their solid gold desk sets from President W. A. Sheaffer II (center). L-r are: James L. Howard, John H. Rhode, Mr. Sheaffer, Oscar Seni and Lual O. Cross.



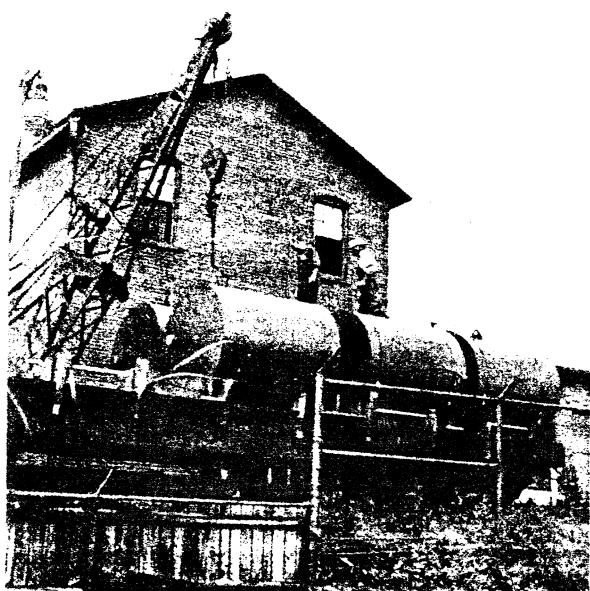
A trio of visitors from our Australian plant look over the new cartridge pen during a visit to Ft. Madison. L-r: Leo Las Gourges, drafting engineer; Glen Stott, managing director; and John Daniher, sales representative.



Relaxing over a friendly game of pinochle at the annual Foremen's outing at Employees Park are l-r: Delbert Lund (Metal Fab), Frank Warden Jr. (Inspection), Bob Rhode (Lab), Bud Metzinger (Lab), Pete Logsdon (Inspection), Bud Covington (Inspection) and Delbert Hensley (Pen Assembly).



Paul Wilmesmeier (l) (Metal Fab) adds a dash of mustard to a ham sandwich for Harry Wallis (r) (Metal Fab) during the annual Foremen's outing at the Employees Park.



New rubber-lined steel Skrip tanks are unloaded at Plant 2 where they will replace the wooden tanks previously used to store Skrip writing fluid. Atop the tanks are Karl Yeager (l) (Maintenance) and Jack Hawes (r) (Maintenance) who are supervising the unloading of a tank.



A group of Sears Roebuck executives tour the plant to get a first hand look at the way Sheaffer pens and pencils are made. Ed Thorn (second from left) (Sales) explains the various steps in the manufacture of the protector tube to Arthur Cculture and David Baxt while Arthur Barnes (l) watches a tube being made on the draw machine.



A decade ago, Sheaffer employees were busily engaged in war work. Here's a general view of the auto-tuner assembly operation in the basement of the old office building.

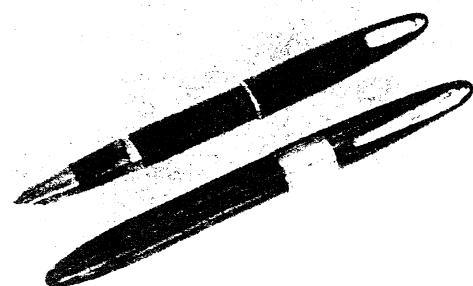
**T**EN years ago this month marked the surrender of Japan to the Allied forces and the end of World War II.

It marked too, the end of Sheaffer's defense program, the shift to peacetime production of writing instruments and the beginning of a great decade of growth and expansion.

From the production of such defense items as auto-tuners for radio communications, signal plugs for field phones and switchboards, M-103 fuses for arming heavy bombs and M-48 artillery fuses, Sheaffer's began switching over as rapidly as possible to writing instruments to fill the heavy post-war demand.

### *New Developments*

With the completion of our defense contracts soon after VJ Day, most of the equipment in the War Division



Typical of the pens produced during the latter days of the war were the Tuckaway (top) and the restricted Valiant (lower).

# VJ Plus 10

was sold to Remington Arms Co. and shipped to its Denver plant.

From the few pens being produced during the war—most of which went to the military—the company launched into full production early in the fall of 1945. New developments and innovations in Sheaffer writing instruments soon followed: the inner-spring clip, the Stratowriter ballpoint in 1946, the Safeguard desk set with non-spillable writing fluid reservoir the following year, the Touchdown filling device which emptied, cleaned and refilled the pen on a single down-stroke of the plunger, the "TM" thin model design in writing instruments to



Typical examples of the war production work the company was doing back in 1945 are these defense items. L-r, the M-103 fuse for arming heavy bombs; the M-48 artillery fuse; the auto-tuner for radio communication, and signal plugs for field communication sets, switchboards, etc.

provide greater comfort and writing ease, the Snorkel pen, the retractable ballpoint and the cartridge pen.

In the 10 years since VJ Day, the nation's writing equipment industry has expanded from a \$100,000,000 industry at the retail level to a \$300,000,000 volume and has produced more new handwriting tools than in any other decade.

### *Sheaffer's Growth*

Closely paralleling this tremendous growth has been Sheaffer's own expansion.

During the last fiscal year of the war era (ending Feb. 28, 1946), the company's net sales were \$14,658,846. Since then they have reached the all time high of \$27,072,821 for the fiscal year ended Feb. 28, 1955.

Plant facilities have been greatly expanded and improved in the post-war decade. A new \$1,500,000 factory and main office building was completed at Ft. Madison, replacing the old factory building which once housed the Morrison Plow Works. In Mt. Pleasant, the company set up a new plant to house its Fineline Division. A \$1,000,000 plant was constructed for the Canadian subsidiary at Goderich, Ont., and a \$200,000 plant was put up in Melbourne by the Australian subsidiary. A \$1,500,000 tool and die plant also was set up in Ft. Madison.

### *Employees Benefit*

The industry's growth has benefited most of those employed in it, as well as the consumer. Sheaffer's profit-

Year Ended  
Feb. 28, 1946  
\$802,309



Year Ended  
Feb. 28, 1955  
\$1,417,971

### **PROFIT-SHARING**

sharing program is an example. In the fiscal year ended Feb. 28, 1946, about 2,740 Sheaffer employees received \$802,309 in profit-sharing payments. In the year ended Feb. 28, 1955, 1,871 Sheaffer workers got \$1,417,971 in profit-sharing.

The post-war era brought many other benefits. Holiday and vacation pay was added after the war. The company purchased and equipped a 34-acre recreation park



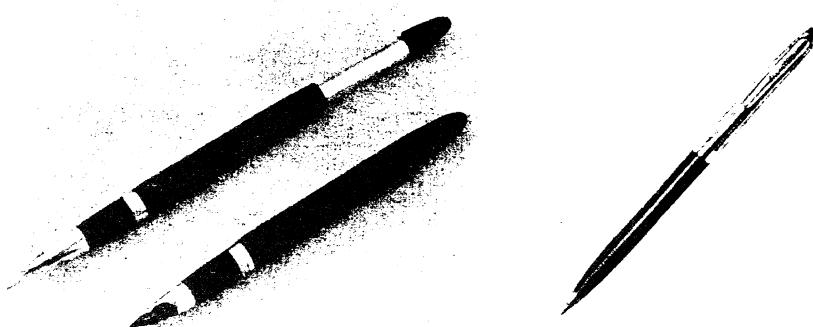
**Peacetime — and the emphasis is once more on the production of quality Sheaffer fountain pens and other writing instruments.**

atop the Burlington hill for the use of employees and their families. Personalized off-the-street parking spaces were provided for employees who drove to work and a modern cafeteria was installed to provide hot meals, sandwiches and refreshments for employees at a nominal cost.

The decade following the end of World War II brought many changes—and tougher competition. In order to meet this competition, Sheaffer's accelerated its advertising. In the past three years, the company has jumped into television and is now high up among leading TV advertisers with such network shows as "Two for the Money," "Penny to a Million" and "Navy Log."

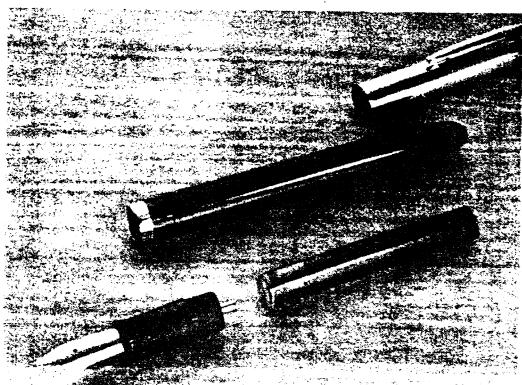
Although there have been many changes and developments during the last 10 years, the next decade offers even greater potentials for the industry.

Summing it up, C. R. Sheaffer, chairman of the board, said "I think it can be said the writing equipment industry came of age during the post-war decade and the benefits it brought the consumer during the process can be doubled during the next decade if the industry takes advantage of the opportunities ahead."



The post-war era saw many new developments in the writing instrument industry such as the Sheaffer Snorkel fountain pen, a completely new concept of clean-filling. . . .

the Sheaffer retractable ballpoint pen which proved a popular item with millions of Americans. . . .



and the new Sheaffer Fineline cartridge pen made clean filling available for the first time in the low-priced writing instrument field.

# SHEAFFER'S REVIEW

Vol. 8      August      No. 8

Published monthly for the Men and  
Women of the

W. A. SHEAFFER PEN COMPANY  
General Offices and Factories  
Fort Madison, Iowa, U. S. A.

Fineline Division  
Mt. Pleasant, Iowa, U. S. A.  
Canadian Office and Factory,  
Goderich, Ontario, Canada  
Australian Office and Factory  
Melbourne, Australia  
Export Division  
Fort Madison, Iowa  
Printed in U. S. A.

EDITOR - - - RAY PETERSON

## CONGRATULATIONS

We can all feel pretty proud of the safety record we've set for the first half of the year.

On top of that we've just completed July without a single-lost time accident—a good start toward making the second half of the year equal or better than the first half from the standpoint of safety.

The improvement of the plant safety record over the years reflects creditably the spirit of cooperation that is typical of Sheaffer employees. It is this same spirit that has made possible the rapid growth of this relatively young company.

## In The Mail Bag...

U. S. Naval Harbor Defense Unit  
Fort Hancock, N. J.  
August 3, 1955  
W. A. Sheaffer Pen Company  
Fort Madison, Iowa  
Gentlemen:

May I congratulate you and your company as makers of outstanding writing pens! I have one of these pens that has given me excellent service over a period of years. Last week it fell into about 20 feet of sea water and was at that depth for about an hour.

Being a Navy diver and of a stubborn nature, I drew diving gear and proceeded to search for it. After searching on the bottom for a while, I found and brought it to the surface. On cleaning in fresh water and refilling, it worked perfectly. The pressure of about 8.9 pounds per square inch and the salt water had no deleterious effect on the pen.

I wish to thank you and your company sincerely for such fine writing products.

R. F. Cameron, HM1(DV) USN

# Sheaffer's Employee Lost-Time Accident's Decline To Record New Low For First Six Months of 1955

Sheaffer employees had the best first six months safety record this year in the annals of the company.

In addition, there was not a single lost-time accident during the month of July.

Increased safety awareness of employees in their daily work routine and the installation of new and improved safety devices and practices designed to reduce accidents throughout the plants contributed substantially to the decline in the accident frequency rate. This rate has declined steadily since 1952 when the company's safety record reached a low point.

Since then special emphasis has been placed on safety in all plants with the result that each year the accident frequency rate has declined. Today our accident frequency rate is only 2.5 compared with 14.4 in 1952.

(The accident frequency rate shows the number of employees who suffered injuries while at work which required the loss of one day or more per million man-hours worked by all employees of the company.)

First 6 Mos.	Total Hours Worked by All Employees	Total Hours Lost Because of Injuries	Total No. Lost-Time Injuries	First-Aid Medical Cases	Frequency Rate (No. Lost-Time Injuries per Million Hours Worked)
1952	1,109,337	1028	16	383	14.4
1953	1,546,016	964	16	289	10.2
1954	1,711,040	422	9	319	5.3
1955	1,604,368	316	4	263	2.5

## Vivian Green Is Candidate For Rodeo Queen Title

Vivian Green (Shipping) will compete with candidates from three states



VIVIAN GREEN

for the title of Queen of the Ft. Madison World Championship Rodeo.

The 18-year-old dark-haired candidate has been riding since she was six years old. She hails from

nearby Bonaparte, where she still maintains her own string of horses on the family farm.

Vivian, who is being sponsored by the Ft. Madison Order of Moose, will participate in the pre-Rodeo parade and then will compete with other contenders from Missouri, Illinois and Iowa for the title of queen. The queen will be selected by the judges at the start of the afternoon Rodeo performance on Saturday, Sept. 10. The lucky winner will get an all-expense paid trip to New York City where she will appear with Col. Colburn's World Championship Rodeo in Madison Square Garden.

## 10 New Skrip Tanks Installed At Plant 2

Ten new rubber-lined steel tanks for the storage of Skrip writing fluid were installed recently at Plant 2.

The new tanks replace the large wooden storage vats previously used. There are three tanks with a capacity of 3,500 gallons each, one with a 2,800 gallon capacity and six of the 1,000 gallon capacity size.

Writing fluids from these huge storage tanks are piped to the bottling line through special plastic tubing.

## Bill Gardner Takes Sales Post; Smith Is Successor

Bill Gardner, personnel manager at the Canadian plant since the company's shift to Goderich, will become territorial sales representative for the company in the Niagara peninsula starting Sept. 1.

Bill joined the Canadian company at Malton, Ont. and moved to Goderich in 1953 when the operation was being shifted there from Malton early. He handled the recruitment and training of new personnel for the plant when it was moved to Goderich.

Succeeding Bill as personnel manager is Eric Smith who has been time study supervisor at the Goderich plant.

## Service Anniversaries

### — 30 YEARS —

Mrs. Cora Miller.....(Repair Parts)  
Claude Huffaker.....(Tool Room)

### — 15 YEARS —

Lucille Meyer.....(Desk Stand)  
Floyd Faeth.....(Gold Nib)  
William Kramer.....(Engineering)  
Claude Ramsey.....(Repair Parts)

### — 10 YEARS —

Rosemary VanStrander  
.....(Gen. Adm. Oper.)  
Eleanor Keran.....(Inspection)  
Ethel Gray.....(Pen Assembly)  
Harold Pratt.....(Laboratory)  
Ursal Horn.....(Pen Assembly)  
Tom Boovis.....(Molding)  
Virgil Alton.....(Plating)  
Joseph Peacock.....(Plating)  
Frank Tucker.....(Pen Assembly)  
Hartley McPherson.....(Gold Nib)

### — 5 YEARS —

Joan Toops.....(Credit)  
L. Ione Pool.....(Pen Assembly)  
Mae Linch.....(Pen Assembly)  
Bernice Smith.....(Pen Assembly)  
Lorena Wilcox.....(Gold Nib)  
Bonnie Rueth.....(Shipping)  
Celestine Koellner.....(Inspection)  
Seferina Puga.....(Plastic Fab)  
Mary Borgman.....(Sales)  
Martha Birkelmaier.....(Shipping)  
Rosemary Helling.....(Pen Assembly)  
Joan Wheeler.....(Laboratory)  
Marjorie Daugherty.....(Pen Assembly)  
Frederick Smalley.....(Molding)  
Hillis Kerr.....(Plating)  
William Rea.....(Plating)  
E. Melburn Vornkahl.....(Plating)  
Robert Troja.....(Plating)  
Edward Bolte.....(Pen Assembly)

### Rodeo Queen Chairman

Powell Taapken (Engineering) has been named chairman of the Queen Contest sponsored annually in connection with the pre-Madison Square Garden World Championship Rodeo which will be held at Ft. Madison's Rodeo Park Sept. 10-11.

## FORERUNNER OF MODERN FOUNTAIN PEN WAS MANUALLY OPERATED GOOSE QUILL

Ever wonder what the first fountain pen looked like, or what was entailed in making one?

Probably not, because good fountain pens have been an important part of our lives for so long that most of us probably haven't given a thought to what the forerunner of the modern Snorkel fountain pen looked like.

According to a German named Schwenter, who wrote "Deliciae Physico-Mathematicae", the first fountain pen was made in 1636 out of goose quills. From there on it was simple as explained by Mr. Schwenter:

### BARNEY BARNES WINS LEE COUNTY OPEN GOLF TITLE

Barney Barnes (Screw Machine) posted a three-over-par 108 for 27 holes to win the annual Lee County Open golf tournament at the Spring Lake course.

Barney, who earlier this year finished in a second place tie in the championship flight in the Sheaffer Employees Golf tournament, put together a 35-37-36 to top the field of 87 contenders.

Ernie Skinner (Inspection) with 110 finished in a three-way tie for second place but wound up fourth in the draw to determine second, third, and fourth positions.

R. L. Fichtenkort (Molding) finished with a 79 for 18 holes to tie for first place in the third flight while Charlie Fichtenkort (Pencil) won the fourth flight with an 81 and Bud Weber (Service) took the fifth flight with an 82.

Roy Neal (Lab) posted a 91 that was good for third place in the sixth flight while Toby Warson (Gold Nib) tied at 98 for third in the eighth flight and Ray Hughes (Gold Nib) was second with 106 in the ninth flight.

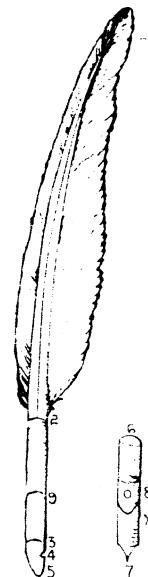
### Sloan Ties For First Place In Local Golf Tournament

Chet Sloan (Occupancy) tied for first place in the recent handicap golf tournament at the Ft. Madison Country Club.

Chet posted a 43-40-83, which together with his 16 handicap, gave him a net 67.

Glen Davidson (Sales), with a 25 handicap lowered his 49-45-94 to a net 69 that gave him fourth place.

John Sheaffer (Executive) trailed Glen by one stroke with a net 70 that was good for fifth place in a field of 54 golfers. John shot a 39-43-82 less a handicap of 12.



The first fountain pen

1636

"First take three quills. From each cut out a section 2, 3. Fit these three pieces tightly within one another. Then from a fourth quill cut a section 2, 5 and at the point 4 cut a hole about the size of a grain of millet. Fit this piece over the other three so that the hole lies below them. Cover this with a piece of quill the length of 9, 5 cut from a fifth quill. From a sixth quill prepare a good pen point. Cut off the back half and split the point up the middle as in 6, 7. Lastly, from a seventh quill cut a piece the size of 3, 5 with a hole at 4. Lay this in the half-tube 6, 7. In order that the hole 4 meets the other hole, this section 6, 7 with the portion 8 lying within it must be inserted up into the pen so that the portion 7 protrudes. Then the pen is ready.

"To operate, pull off the cap, dip the point 7 into a good, clear, thin ink. Put your mouth to the quill and suck the ink up into the pen until full. Tightly replace the cap, letting no ink run out lest there be an air space. When you press at 8, air reaches the ink at two points, and a drop will appear. You use this up and continue to press as often as you need more ink. Very useful to student or surveyor."

Strictly for  
*Ladies...*

For the more venturesome cooks who are looking for new delicacies to test their culinary skill, as well as to evoke "oohs" and "aaahs" from the family, here's something that will make a big hit with those who love bananas in various forms.

It's called banana split pie and it's relatively simple to make. With a dash of whipped cream atop a slice of this tasty pie, it will prove a hit with everyone.

**BANANA SPLIT PIE**

butter	1-4 lb.
powdered sugar sifted	1-1 2 cups
eggs	2
peeled bananas	1-1 2
lemon juice	2 tablespoons
cooking chocolate	1 square

Cream butter well. Add powdered sugar and cream thoroughly. Add eggs one at a time beating thoroughly after each addition. Chop bananas fine and grate chocolate. Add bananas and chocolate to rest and mix well. Place 1 lb. 4 oz. of mix in a graham cracker pie crust. Chill for two hours. Top with whipped cream. Decorate with thin chocolate curls.

*On the Cover*



The rodeo parade down Avenue G has become a traditional part of the annual Ft. Madison World Championship Rodeo which is held each September at Rodeo Park. At the parade, youngsters — and grownups too — get a preview of the thrills and excitement that await them at Rodeo Park.

**UP THE SHEAFFER LADDER**



**ED LAWLOR**

As a young man fresh out of school, Ed Lawlor decided to strike out on his own in search of the big opportunity—but a few years later he found it virtually in his own back yard.

Ed, now Plastic Fab Dept. manager, was born and educated in Ft. Madison. After finishing Ft. Madison Public High and spending a year at Iowa State, he struck out on his own. Hitch-hiking to New Orleans, he landed a job with Weinberger Banana Co. where he was employed for about a year unloading the banana boats that docked there from Central America.

It was hard work and long irregular hours, but Ed, a husky lad even in those days, didn't mind it too much. After unloading boats for a time, he decided to ship out aboard one of the freighters. Everything was in order, he thought, until the steward checked his age and Ed replied: "19".

That ended Ed's sea-going career since the minimum age, without waivers from his parents, was 21.

He returned to Ft. Madison, but the depression was still being felt and jobs were difficult to find. After knocking around at various things for awhile, Ed went to work at Sheaffer's as a plater's helper in the Pencil Dept. in Oct. 1939. He remained there until the war came along and the company opened its War Division.

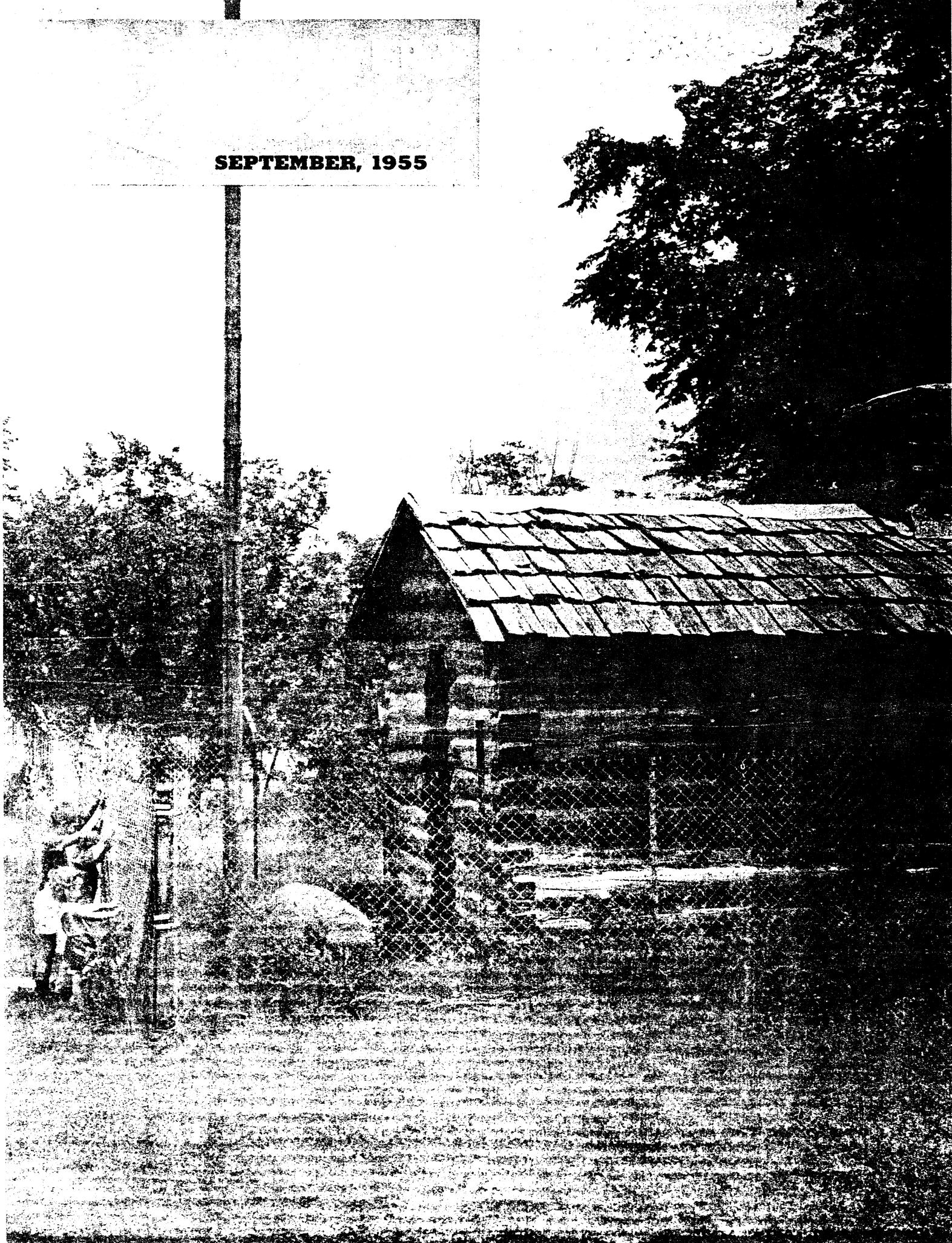
Plating had an important role of the War Division and Ed was shifted to the new division in June 1942. He was there about two years when he was called into service in September 1944. After basic training at Camp Robinson, he was sent to officer candidate school and upon graduation as a second lieutenant went to Camp Roberts, California, to train troops. He shipped overseas on Oct., 1945 and spent a year with occupation troops in Japan before returning to the United States.

Following his discharge from the Army, Ed returned to the company as a foreman in the Plating Dept. in Oct., 1946, and remained there until March 1 of this year when he was promoted to manager of the Plastic Fab Dept.

For recreation, Ed likes to tie his own flies which he uses in one of his favorite sports — fishing. In addition, he likes to get out on the golf course occasionally or tramp the woods with his gun.

He is married to the former Genevieve Cooper of Houghton, Iowa, and has three sons and a daughter.

**SEPTEMBER, 1955**



## W. F. HEISING, VP AND DIRECTOR, RETIRES; C. A. CAREY NAMED SUCCESSOR ON BOARD

William F. Heising, a director since 1944 and a vice president since 1946, retired Sept. 1 and Charles A. Carey, a vice president of the Harris Trust and Savings Bank, Chicago, was elected to succeed him on the board of directors.

One of the oldest employees of the company in point of service, Mr. Heising joined Sheaffer's Feb. 19, 1917, as an inspector and was promoted to manager

of the assembling department seven months later. He joined the Army the following July and served at Camp Pike, Ark., and Camp Taylor, Ky., before being discharged in December, 1918.

He returned to Sheaffer's and in August, 1921, was made manager of the inspection and assembling departments. Two years later he was made factory employment manager in addition to managing the assembling and inspection departments.

Mr. Heising was promoted to superintendent of manufacturing in January, 1926, and to general superintendent of all manufacturing departments in the company in May, 1943. He was elected to the board of directors in August, 1944, promoted to works manager in June, 1945, and was named vice president in charge of properties in November, 1946.

Mr. Carey, who succeeds Heising on the board, is a native of Pittsfield, Ill. He joined the investment department of Harris Trust and Savings Bank in July, 1924, following his graduation from the University of Wisconsin. In 1926, he moved to Davenport, Iowa, and opened an office there for Harris Trust's bond department, serving Iowa and Nebraska. Carey was elected assistant cashier in January, 1937 and returned to Chicago. He was promoted to an assistant vice president January 12, 1944, and made a vice president in January, 1947.

Carey is a resident of Northbrook, Ill., and a member of the Attic Club, Economic Club of Chicago, Chicago Club, Skokie Club, Rancheros Visitadores, Fin' Feather and Sigma Chi.

### New State Tax Affects Bowling Game Prices

The new state tax which became effective July 1 affects the price of bowling on the clubhouse alleys this year.

Last year, the charge was 25 cents a line, while this year it is 24 cents plus one cent tax, leaving the total unchanged from the amount charged prior to July 1. However, the old charge of 60 cents for three lines is increased to 63 cents plus two cents tax, making the total 65.



WILLIAM F. HEISING



CHARLES A. CAREY

### Thor Gardner, Veteran Salesman, Retires

Thor Gardner, veteran Sheaffer salesman who covered the Chicago area for nearly a quarter of a century, joined the ranks of retired Sheaffer employees early this month.

Thor, who resides in suburban Glenview, joined the company on Oct. 6, 1931, covering Chicago and parts of Indiana. In recent years, he handled many of our largest accounts in downtown Chicago.

## GODERICH EMPLOYEES LEND HELPING HAND

When Alvin Collinson, husband of Thelma Collinson (Gold Records) was thrown from a load of hay and seriously injured on his farm near Goderich, it looked for a time like his crops might go to waste in the field.

But a group of Sheaffer employees in the Goderich plant heard about his plight and came to his assistance. Sixteen men from the plant arrived at the Collinson farm early one Saturday morning and with the help of four tractors and wagons, plus six neighbors from nearby farms, harvested 35 acres of barley and threshed it.

In appreciation, Thelma and a neighbor put on a deluxe harvest meal for the hungry workers, who spent the remainder of the weekend recovering from aching bones and blistered hands

### GOOSEY NAMED VFW OFFICER

Leland Goosey (Plastic Fab), national council member of the Veteran of Foreign Wars, recently attended the annual national VFW Encampment at Boston and was appointed to the national budget and finance committee.

Leland has held a number of post in local, state and national VFW organizations.

### Six Personnel Changes At Goderich Plant

Six changes in personnel at the Goderich plant became effective Sept.

Bill Gardner, personnel manager and Service Dept. supervisor, became territorial sales representative for the company with headquarters at Hamilton, Ont.

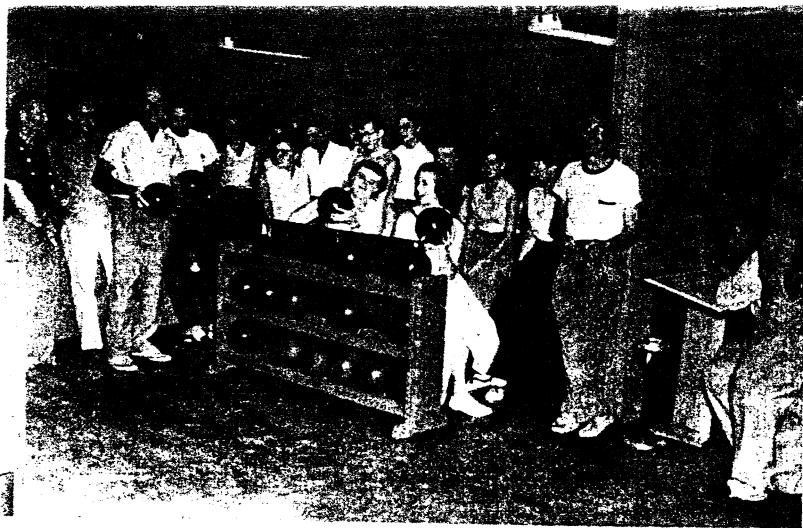
Bruce Clifford was promoted to supervisor of the Service Dept., while Eric Smith assumed the duties of personnel manager in addition to his present duties of Time and Methods manager.

Charles Hawthorne took over the job of Service Correspondence supervisor in addition to his present responsibilities as assistant to the general sales manager.

E. Tigert was promoted from the Re-work Dept. to lead hand in the Fabrication Dept. replacing Bruce Clifford.

W. Palmer was transferred from the Service Dept. to Re-work to replace Tigert.

# Goings On...



Bowling fans around the plant hold their first meeting at the club house to outline plans for the men and women's bowling season which got underway this month.



A couple of shuffleboard enthusiasts — Ray Hughes (l) and Lee Mathena (Gold Nib) — try out the new shuffleboard which was recently purchased by the Activities Committee and installed in the Sheaffer club house.

Tom Hunsaker (r) (Drafting) flashes a broad smile as he receives his diploma from Chief Engineer Max Oehler (l) upon completion of his apprenticeship in drafting.



A group of employees' youngsters enjoy themselves during the annual picnic sponsored by the Activities Committee at the Goderich plant.



George Robertson (Receiving Inspection) discovers ice cream cones are just as appetizing to a pony as hay during the Goderich plant's annual employees' picnic.

Mrs. Cora Miller (center) (Repair Parts) admires the solid gold desk pen set she received from C. R. Sheaffer (l), chairman of the board, upon completion of 30 years service with the company. Looking on is Claude Huffaker (r) (Tool Room), who also received his 30-year service award.



# THIRD ANN Snapshot C



FIRST PRIZE — Lois Siegrist



SECOND PRIZE — Waldemar Siegert



THIRD PRIZE — Lois Siegrist

A tropical garden scene by Lois Siegrist (1) a shot of the Garden of the Gods by F division of the third annual Vacation Snapshot C

Lois also captured third prize of \$5 in the color division for a black and white entry.

Waldemar Siegert (Tool & Die) took second prize \$10 and an honorable mention for two of his black and white entries.

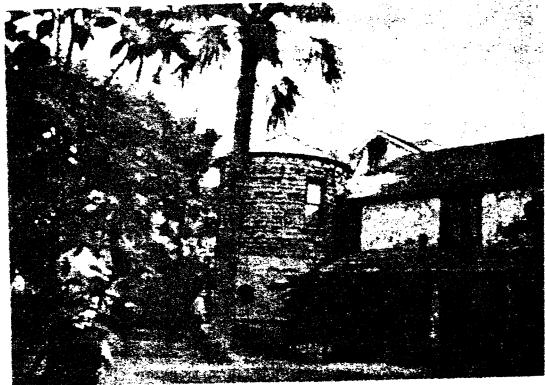
Jo Ann Rippenkroeger (Shipping) won second prize \$10 and third prize of \$5 in the color division.

Honorable mentions in the black and white class went to Lorene Kerns (Skrip), Allen Thompson (Occupant) and Del DeVol (Drafting) while Sara Reed (Inspector) Ruth Kirchner (Steno), Agnes Hopson (Mt. Pleasant) Mae Lynch (Pen Assembly) took honorable mention in the color division. Ruth Kirchner received two honorable mentions for her entries.

A total of 67 photos were entered in this year's contest which started July 1 and closed Sept. 1.

Members of the Activities Committee served as judges in deciding the winners in the two classes. Entries were judged on general appearance, composition, original subject matter and appeal.

All photos submitted in the contest are in the property of being returned to their owners.



Honorable Mention — Lorene Kerns



Honorable Mention — Del DeVol



Honorable Mention — Allen Thompson



Honorable Mention — F. W. Worden Sr.

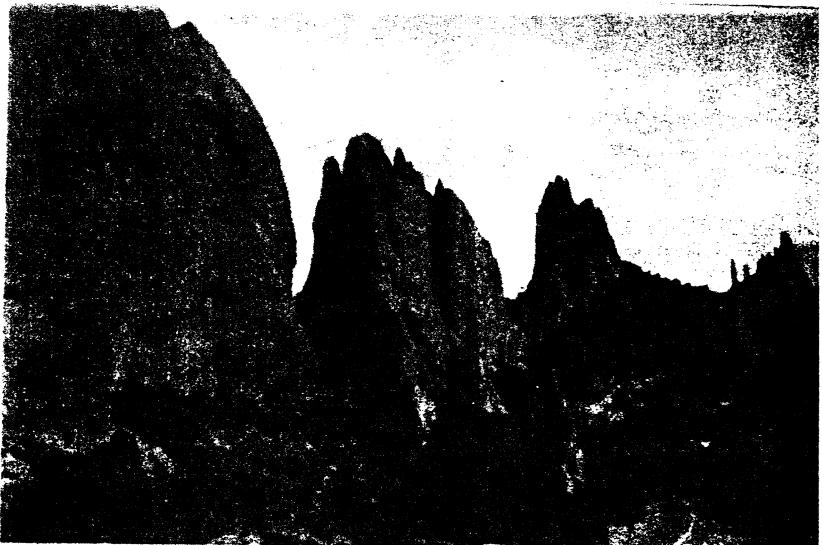


Honorable Mention

# AL VACATION Contest Winners

aptured first prize in the black and white division while F. Worden Sr. (Service) took top honors in the color contest. Each received a \$25 savings bond.

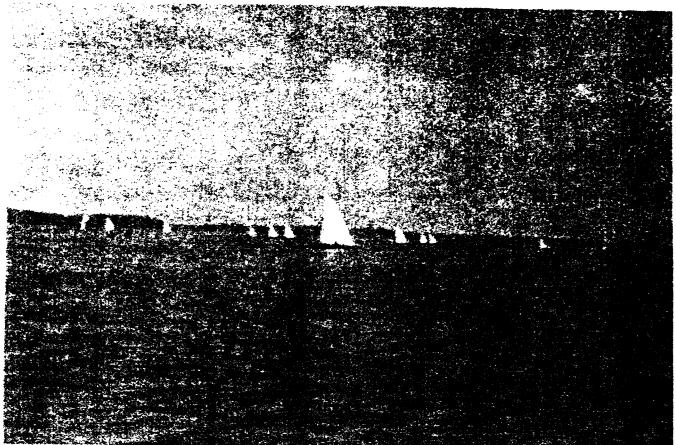
and white class while Frank gained an honorable men-



FIRST PRIZE — F. W. Worden Sr.



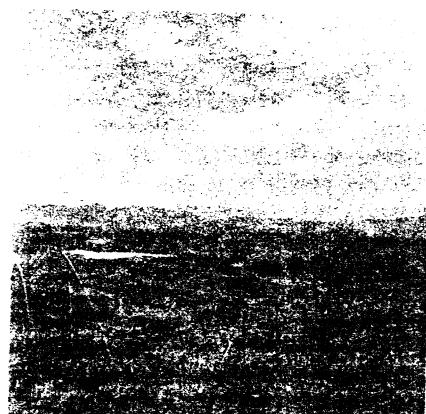
SECOND PRIZE — Jo Ann Rippenkroeger



THIRD PRIZE — Jo Ann Rippenkroeger



Honorable Mention — Ruth Kirchner



Honorable Mention — Ruth Kirchner



Honorable Mention — Agnes Hopson



Honorable Mention — Sara Reed



Honorable Mention — Mae Linch

# SHEAFFER'S REVIEW

Vol. 8 September No. 9

Published monthly for the Men and Women of the

W. A. SHEAFFER PEN COMPANY  
General Offices and Factories  
Fort Madison, Iowa, U. S. A.

Fineline Division

Mt. Pleasant, Iowa, U. S. A.

Canadian Office and Factory,  
Goderich, Ontario, Canada

Australian Office and Factory  
Melbourne, Australia

Export Division

Fort Madison, Iowa

Printed in U. S. A.

EDITOR - - - RAY PETERSON

## Retired Employees Hold Second Annual Picnic

Forty-seven retired Sheaffer employees, accompanied by their guests, attended the second annual retired employees picnic at the Employees' Park.

A special committee headed by Frank Davis and including Al Howard, Tammy Murray and John Murphy, contacted the retired employees and supervised the arrangements for the picnic. Transportation was provided by the committee for any retired employee who had no way of getting to the park.

The outing got underway at 11 a.m. and a pot luck lunch was served at noon. Following lunch, the retired employees visited with friends and former co-workers, played cards and exchanged stories and experiences.

Pictures of the outing will appear in the October issue of the Review.

## Record Turnout For Travel Club Trip

Seventy-six members and guests of the Women's Travel Club made a three-day trip to Wisconsin Dells over the Labor Day weekend.

The turnout was the largest since the club was organized over a year ago. The women boarded two buses early Saturday morning and arrived at the Dells around noon. The afternoon and Sunday were spent on a series of conducted trips which included visits to both the Upper and Lower Dells, the Indian ceremonial

## Schier Named Director Of Research & Development

James E. Schier, general manager of the Fineline plant at Mt. Pleasant, will become director of research and development for the company on October 1.

Mr. Schier, who joined Sheaffer's at Mt. Pleasant in April, 1946, will take over the direction of the company's research and development program so that Wilbur K. Olson



J. E. SCHIER

may devote full time to his work as patent counsel and director of patent research. Mr. Olson has been director of research and development in addition to patent counsel and director of patent research.



C. C. SOWERS

Increased duties and responsibilities in patent work, research and development have made it necessary to divide the duties so as to provide more concerted effort for each activity and thereby assure the company's continued progress in a highly competitive market." W. A. Sheaffer II, president, said.

Charles C. Sowers, who joined Sheaffer's at Ft. Madison in April, 1942, and has been assistant manager of the Mt. Pleasant plant since the beginning of this year, will become plant manager, succeeding Schier, who will transfer to the Ft. Madison plant.

Tommy Bartlett's water show and historic Baraboo where Ringling Brothers circus originated. Later the women took a ride along the scenic river in an amphibious boat.

On the return trip Monday, the women stopped for lunch at Indian Isle, a new resort on the Mississippi near McGregor. The buses arrived back in Fort Madison at 9:30 p.m.

## Service Anniversaries

### — 25 YEARS —



THELMA EMERSON (Service)



LUCINDA CLAUSSEN (Service)

### — 20 YEARS —

Elmer Kutscher ... (Screw Machine)

### — 15 YEARS —

Earl Francis ..... (Engineering)  
Douglas Duncan ..... (Screw Machine)

### — 10 YEARS —

Goldie McDaniel ..... (Service)  
Myrtle Kelley ..... (Metal Fab)  
Lucille Clark ..... (Executive)  
Frederick Strunk ..... (Pen Assembly)  
Bernard Staub ..... (Gold Nib)  
John Kaylor ..... (Occupancy)  
Karl Dinnauer ..... (Export Sales)  
Kenneth Milton ..... (Tool Room)

### — 5 YEARS —

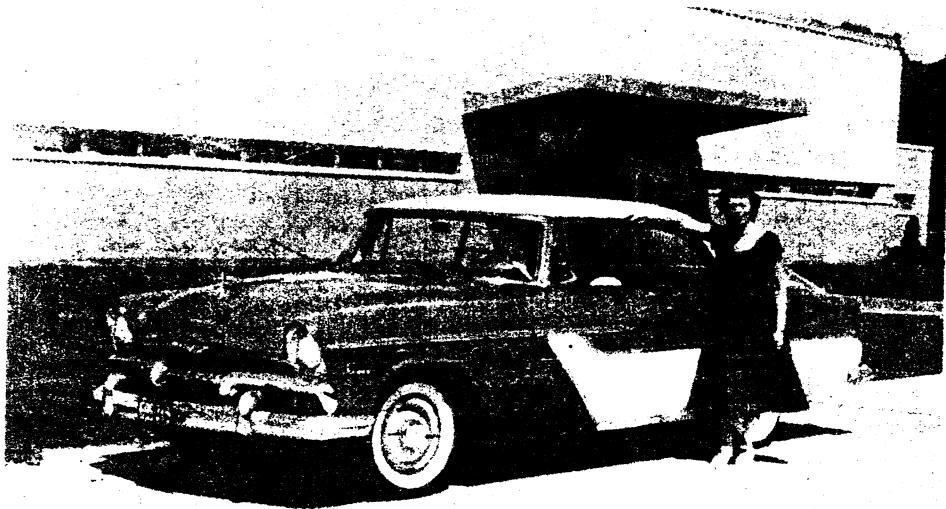
Ruth Hoenig ..... (Service)  
Ermina Goeke ..... (Skrip)  
Vernadine Burris ..... (Shipping)  
Rose Brockman ..... (Shipping)  
Naomi Smith ..... (Plastic Fab)  
Iona Nickols ..... (Plastic Fab)  
Violet Hardin ..... (Plastic Fab)  
Estella Nixon ..... (Metal Fab)  
Phyllis Schierbrock ..... (Gold Nib)  
Virginia Kukuk ..... (Laboratory)  
James Frey ..... (Desk Stand)  
Alva Rudd ..... (Molding)  
Robert Richers ..... (Plating)  
Hollis Kerr ..... (Plating)  
Carl Hunsaker ..... (Plating)  
Leo Neuweg ..... (Occupancy)  
John McMahon ..... (Sales)

## Mitchell Elected

Mike Mitchell (Skrip) was elected first vice president of the Iowa Council of Baptist Men at the group's state meeting in Iowa Falls.

Mike has been active in the council for a number of years and has held various other posts in the Baptist church.

# LUCKY WINNER OF NEW CAR



When the Kinsmen Club at Goderich held a raffle on a new Plymouth recently, Emily Prouse, pen point inspector at the Goderich plant, good naturedly bought a chance. It turned out to be the lucky number. Here's Emily with the grand prize.

## Bowling Season Gets Underway At Clubhouse

The men's and women's bowling leagues got underway for the season this month on the clubhouse alleys.

There will be eight teams in each league. The women will bowl on the clubhouse alleys Monday and Tuesday nights, while the men will have the alleys Wednesday and Thursday.

## Four Employees Named To New Civic Group

Four employees were named to posts on the recently organized non-partisan Citizens for Progressive Government organization.

Named a co-chairman of the group which is seeking good candidates for the coming city election was Jimmy Emerson (Addressograph). Working with him as ward chairman are Jack Finley (Traffic), John Azinger (Inspection) and Charles J. Rupert (Export).

The Citizens for Progressive Government group will seek and support qualified, progressive candidates for city office without regard to party affiliations. The non-partisan organization will disband after the coming election.

## Prize Winners Listed At Employees' Picnic

Neoma Menke (Plating) walked away from the annual employee's picnic at the Sheaffer Park \$18.75 richer as the result of having the closest guess on the number of people at the picnic at 4 p.m.

Neoma's guess was 362 while the actual attendance was 364. Mel Boettcher (Sales) who handled the public address system announcements during the various events, presented Neoma with the prize money.

The 10 lucky winners among the first 100 to register at the picnic were Mary Davis, Susie Kincaid (Service), Bill Stancil (Pen Assembly), Albert Marshall, Kenneth Mason (Drafting), Osa Wilsey (Accounting), Danny McGlothlin, Theresa Vantiger, Martha Timmerman (Service) and Martha Van Ausdall.

## Shuffleboard Installed At Sheaffer Clubhouse

The Activities Committee has purchased a shuffleboard and installed it in the clubhouse for use by employees.

In order to offset the cost of the board and the maintenance necessary to keep it in good shape, the committee has set a charge of five cents per person per game for use of the board.

If sufficient interest is shown in shuffleboard, a league may be organized later.

Strictly for  
Ladies ...

GIANT CHEESE STICKS in a decorative apothecary jar on the living-room coffee table make hostessing easy. When guests drop in, all you have to do is bring in some cold refreshments.

To make the sticks, blend together a 6-oz. package of sharp processed cheese and 1/4 lb. butter. Gradually stir in 1/4 cup beer. Sift together 1-1/2 cups flour, 1/2 tsp. salt and 1-8 tsp. cayenne pepper. Add to cheese-butter combination and mix well. Fill cylinder of cookie press with the mixture and force it through an inch-wide, ridged cookie disc into 8 to 10-inch lengths. Bake at 400 degrees about 8 minutes. Makes about 12 sticks.

IT'S A RARE DAY IN A WOMAN'S LIFE when she can't use a new recipe if it's savory, different and no bother to prepare. This one for Spanish Stuffed Peppers features succulent pink shrimp and crisp green bell peppers — a colorful addition to any table.

Slice off the tops of 4 green peppers at stem end and clean out the seeds. Clean and devein 1 lb. raw shrimp, fresh or frozen. Cook peppers and shrimp in boiling water about 5 minutes. Meanwhile heat 1 can Spanish rice in a saucepan. Reserve enough shrimp for garnishing and chop remaining shrimp. Add chopped shrimp to Spanish rice and spoon into peppers. Top each with a whole shrimp. Serve hot. Makes 4 servings.

## On the Cover



Schools have changed as this trio discovered while inspecting the Galland school, located just below Montrose along the Mississippi. The log cabin school is a replica of the first school in Iowa.

# Picnic at Employees' Park

The annual Sheaffer Employees' Picnic at Employees' Park is an event guaranteed to bring out a good crowd either as spectators or participants. The pony rides, car rides etc. are popular spots for the youngsters, while games of skill capture the attention of the older children. And the baseball game at night draws the interest of young and old alike.



Chuck Boyer's not mad at anyone. He's just putting his all into a game of horseshoes.



Louis Hansen (Development) and his wife (l) rest a moment while they watch the youngsters enjoy a spin around the track in the miniature cars and tractors. In the background is Keith James (Tool & Die).



Tickets for soft drinks, rides etc. at the employees' annual picnic at the Sheaffer Park are distributed by l-r. Pat Bray (Pen Assembly) and Norma Green (Plastic Fab) while guard Pete Finnerty looks on.



Mel Boettcher (Sales) turns over the prize money to Necmi Menke (Plating) who won the attendance guessing contest at the employees' annual picnic.



Resting up before the rush starts on the sandwich counter are, l-r: Martha Richeiman (Shipping), Margaret Kerr (Gold Nib), Rita Brandt (Gold Nib), Susie Kincaid (Service), Nancy Springer (Inspection) and Shirley Peterschmid (Screw Machine).



Cooling off with a bottle of pop at the refreshment stand are l-r: Marie Roxlau and her aunt, Margaret Roxlau (Occupancy) and Pauline Roxlau (Occupancy) and her grandson, Stevie Boyle. Alice Daugherty (Steno) is behind the counter.



One of the most popular spots at the employees' annual picnic was the pony ride.

SHEAFFER'S  
*Review*



## 'NAVY LOG' PREMIERE



Sam Gallu (third from left), producer of the new TV show "Navy Log," receives a citation of appreciation from Royce N. Flippin, president of the New York Council of the Navy League, at the New York premiere of the new network show. Viewing the presentation are (l-r), Fred Maytag II, president of Maytag Co.; Rear Admiral Roscoe H. Hillenkoetter, commandant of the third naval district; J. L. Van Volkenburg, president of CBS-TV; and George A. Beck, executive vice president of the Sheaffer Pen Co.

## 'NAVY LOG' PREMIERED IN NEW YORK, WASHINGTON BY TOP NAVY AND GOVERNMENT OFFICIALS

Sheaffer's new television program "Navy Log" received premieres in both Washington and New York that would have done justice to a Hollywood production.

Top navy, government and business officials were on hand at both occasions to witness the pilot film of the new show which is co-sponsored by another Iowa firm, the Maytag Company.

Dignitaries at the Washington premiere held at the Shoreham Park Hotel included Secretary of the Navy Charles Thomas, W. A. Sheaffer II, Marine Brig. Gen. Frank H. Wirsig, Rear Admiral L. S. Savin, commandant of the Potomac River Naval District; Capt. J. D. Lamade, deputy chief of information for the Navy; Rear Admiral M. E. Arnold, and George Sarbacher, president of the District of Columbus Navy League.

The New York premiere at the New York Yacht Club attracted equally prominent figures including Admiral William "Bull" Halsey, G. A. Beck, Fred Maytag, president of Maytag Company; Rear Admiral Roscoe H. Hillenkoetter, commandant of the Third Naval District; J. L. Van Volkenburg, president of CBS-TV; Royce N. Flippin, president of the New York Council of the Navy League; and Vice

Admiral Arthur D. Strouble, commander of the Eastern Sea Frontier and Navy representative to the United Nations.

Produced in cooperation with the Navy, the "Navy Log" film series is based on true-life incidents logged in the official Navy records.

### Cigarette Sales

In response to numerous requests by employees for the company to make cigarettes available in the cafeteria, the company was recently granted a cigarette sales license and they are now on sale. Dispensers for the various popular brands are located at each end of the serving counter so employees may make their selection as they move along to the cashier. Coin machines for dispensing cigarettes are not legal in Iowa.

## Bunn Authors Saturday Evening Post Article

Bill Bunn, Sheaffer's industrial designer and one of the most versatile employees around the plant as most people know, has added new laurels to his reputation by authoring an article in the Sept. 10 issue of the Saturday Evening Post.

The Bunn story, "I Never Miss Chicago," pays tribute to Ft. Madison and small town living in general in contrast to the fast pace of big city life. Bill, who lived and worked in Chicago for a number of years before coming to Ft. Madison, bases his story on his own experiences in Chicago and Ft. Madison. He points out why wealth and success, happiness and culture are more easily come by in a small town than in a big city.

Although this is Bill's first story, he's had material published in Popular Science, Popular Mechanics and other publications. In addition, Life magazine featured Bill and his paintings of Mississippi River scenes and old time riverboats in a four-page color layout several years ago.

As a result of his story in the Post, Bill, who is regarded as one of the foremost American artists in old time steamboats and life along the Mississippi, has been receiving letters from interested readers all over the country. Some are from friends he hasn't heard from in years; some are from former classmates and there's even a few from people who purchased some of Bill's first works of art or for whom he did art work back in the '30s. Weeks after the article appeared, letters are still coming in complimenting Bill on his story and the word picture of small town living which it paints.

### Farewell Party

Twenty-three women from Plant 2 gave a farewell dinner recently at Flora Thums in Niota for Ruth Blakley (Skrup) who has left to join her husband in El Paso, Texas, where he has accepted a new job.

As a going away present, the women presented Ruth with two pieces of matched luggage.

### Schier Elected

Jim Schier (Research & Development) was elected vice president of the Ft. Madison Country Club for the 1955-56 term at a recent meeting of the club's stockholders.

# Goings On...



Lloyd Mallette (l), KXCI news commentator, interviews Bill Bunn, Sheaffer's industrial designer, about his story on Ft. Madison "I never Miss Chicago" which appeared in the Sept. 10 issue of the Saturday Evening Post.



Don Burch (l) (Inspection) and Dean Toops (r) (Inspection) look over the shoulders of TV personalities Jim (Lt. Masters) Brown and Lee (Corp. Rusty) Aaker, stars of the TV show "The Adventures of Rin Tin Tin" as Corporal Rusty signs autographs during his visit to the Sheaffer plant. Don and Dean served as guides on the plant tour.



Louis Rose (center) (Tool & Die) shows Al Zuber (r), general manager of Sheaffer's Tool & Die plant, his latest job while Ed McKiernan, apprentice training director, looks on. Shortly before the picture was taken, Louis received his diploma, which he is holding, from Zuber following completion of his apprenticeship as a toolmaker.



Larry Owles (Quality Control) turns aeronautical engineer to demonstrate the fine points of flying a kite to his son on the school athletic field at Goderich, Ont. Larry is manager of the Canadian plant's Quality Control and Inspection Department.



Ruth Blakley (center) (Skrip) was honored by fellow workers before leaving for El Paso, Texas, to join her husband who has taken a new job there. With Ruth are Iris Kerr (l) (Skrip) and Pat Weger (r), who is replacing Ruth.



Don Johnson (Sales) adjusts a guitar in the hands of the 12-foot tall yodeling cowboy which he designed and built for the Sheaffer Activities Committee's rodeo parade float. Shown with Don are members of the Activities Committee which built and decorated the float which won second prize.



# SECOND RETIRED E PIC



Relaxing and recalling old times at Sheaffer's is this group of retired employees who attended the second annual retired employees picnic at Employees Park. L-r, John Murphy, Fred Berens, A. P. Green, Al Howard, Bill Gillett, Frank Davis (standing) and Art Weinhardt.



President W. A. Sheaffer II (third from left, standing) discusses recent developments in the company with Mr. Pete Jungbluth and John Murphy. In the foreground is Mrs. Ozella Lunn and behind her are Tammy Murray, Bill Gillett and Bill Kress.



Changes that have taken place since they worked at the plant is the topic under discussion here by, l-r, Henry Votzmeier, Frank Coyne, Carl Conradi and Ed Simmons.



Just sittin' and chattin' are, l-r, Mrs. Elmer Morgan, Mrs. Frank Davis, Mrs. Fred Murray, Mrs. John Murphy, Mrs. Goldie Randolph, Mrs. Bertha Haefner and Mrs. Walter Watson.



Vice president and treasurer M. T. Erdtsieck chats with a group of retired employees and wives of retired employees during the outing.

A group of 31 retired employees Park recently for the se picnic.

Retired Sheafferites arrived a joyed lunch together and then vis enjoyed themselves as they recall

Preliminary arrangements for an annual affair were handled by Murray and John Murphy.

Retired employees who atten Nib), Mrs. Fred Murray (Penci Harry Isenberger (Shipping), E Jungbluth (Gold Nib), Mrs. Gold Howard (Works Manager), Mrs. Grace Zimmerman (Pencil), John Ozella Lunn (Metal Fab), Fred E Morgan (Plastic Fab), Ed Simm (Payroll), Sarah Watson (Occup Adm. Operating), A. H. Byers (cupancy), Frank Coyne (Occupan Louise Miles (Service), Bill Kres Donnell (Plastic Fab), Frank Mc hardt (Maintenance), Mrs. Mary (Occupancy), Henry Votzmeier Heising (Executive).

# NNUAL PLOYEES IC

hered at the Sheaffer Em-  
animal retired employees

park around 11 a.m., en-  
dled cards and generally  
l times at the plant.

outing which has become  
ward, Frank Davis, Fred

ere: Frank Davis (Gold  
red Murray (Gold Nib),  
llett (Plastic Fab), Pete  
ndolph (Plastic Fab), Al  
Haefner (Pencil), Mrs.  
urphy (Gold Nib), Mrs.  
(Screw Machine), Elmer  
eed), Mrs. Ed Simmons  
Mrs. Ella Hayden (Gen-  
ing), Carl Conradt (Oe-  
A. P. Green (Plastic Fab),  
ntenance), T. H. J. Mc-  
(Personnel), Art Wein-  
off (Feed), Harry Sharp  
Assembly) and William



Retired employees and their guests who attended the second annual retired employees picnic pose for a group shot at the conclusion of the outing.



L-r. Harry Isenberger, John Murphy, Fred Berens and A. P. Green enjoy a friendly chat after lunch.



Bill Gillett looks over the list of retired em-  
ployees attending the second annual reunion  
at Employees Park. Looking on are Ed Sim-  
mons (center) and Frank Davis (r).



With lunch out of the way, this group of ladies find time to  
get caught up on news of friends and fellow workers. L-r.  
Mrs. Ella Hayden, Mrs. Art Weinhardt, Mrs. Carl Conradt, un-  
identified guest, and Mrs. W. F. Heising.



A novelty napkin captures the attention of this group of women.  
L-r. Mrs. W. F. Heising, Mrs. A. P. Green, Mrs. Bill Gillett, Mrs.  
L. E. Zimmerman and Mrs. Celia Lunn.

# SHEAFFER'S REVIEW

Vol. 8      October      No. 10

Published monthly for the Men and Women of the

W. A. SHEAFFER PEN COMPANY  
General Offices and Factories  
Fort Madison, Iowa, U. S. A.

Fineline Division  
Mt. Pleasant, Iowa, U. S. A.  
Canadian Office and Factory,  
Goderich, Ontario, Canada  
Australian Office and Factory  
Melbourne, Australia

Export Division  
Fort Madison, Iowa  
Printed in U. S. A.

EDITOR - - - RAY PETERSON

## Herb Shriner Visits Sheaffer's At NSOE

Herb Shriner, star of the popular Sheaffer-sponsored TV show "Two for the Money," helped to make the Sheaffer booth one of the busiest spots at the recent National Stationers and Office Equipment Association show in Chicago.

The genial television personality spent an afternoon at the Sheaffer booth autographing pictures for dealers who visited the booth. The appearance of the TV star literally caused a traffic jam at the booth as dealers lined up to visit Shriner and get his autograph.

By the end of the day, Herb had signed hundreds of pictures of himself for visitors.

## INDUSTRIAL NURSING PLAYS MAJOR ROLE IN KEEPING EMPLOYEE WELL AND ON THE JOB

Good health is the chief asset of the working man, says Ann Kennedy, plant nurse, and no greater calamity can befall the employee than to be incapacitated by an illness or disability which impairs or arrests his earning capacity.

In this respect, industrial nursing plays an important role in safeguarding the health and safety of all employees, Ann explains. Industrial nursing doesn't begin or end with the application of a sterile bandage to an injured finger. The nurse's approach to the employee is not fragmentary, but to the whole person—his health and well being both within and outside the plant.

The nurse's office is a place where all employees may bring their personal health problems with confidence. And although she may not always be able to offer a solution, merely discussing the problem with the nurse oftentimes reduces the apparent gravity of the problem and the tension it has produced in the individual.

Employees don't leave their problems, whether they be personality conflicts, financial worries or family difficulties at home when they come to work. Therefore, insight into the psychological basis of personal problems is as necessary a part of the industrial nurse's equipment as is her knowledge of evidence of contagion, asepsis and first aid.

Discussion of health problems with employees when caring for them may be useful and opportune to the employee. The nurse who counsels the employee may be the means of guiding the employee to adequate medical care before more serious complications arise.

Taking advantage of the training and experience the plant nurse offers

can help to conserve the health of the employee and protect his earning power for him and his family.

## Three Running For Office In Municipal Election

Three Sheaffer employees and one retired employee are candidates for offices in the forthcoming municipal election.

Kenneth E. Hart (Stockroom & Warehouse), a former city councilman, is making his second bid for mayor of Ft. Madison. Kenny lost to Mayor Leroy Bean in the previous election.

Bill Kiehne (Credit), veteran city council member, is seeking his third consecutive term as councilman from the city's second ward, while Leland Goosey (Plastic Fab) is running for councilman from the first ward.

Lee Skinner, a retired Sheaffer employee, will be among the candidates running against Kenny Hart for the mayoralty post.

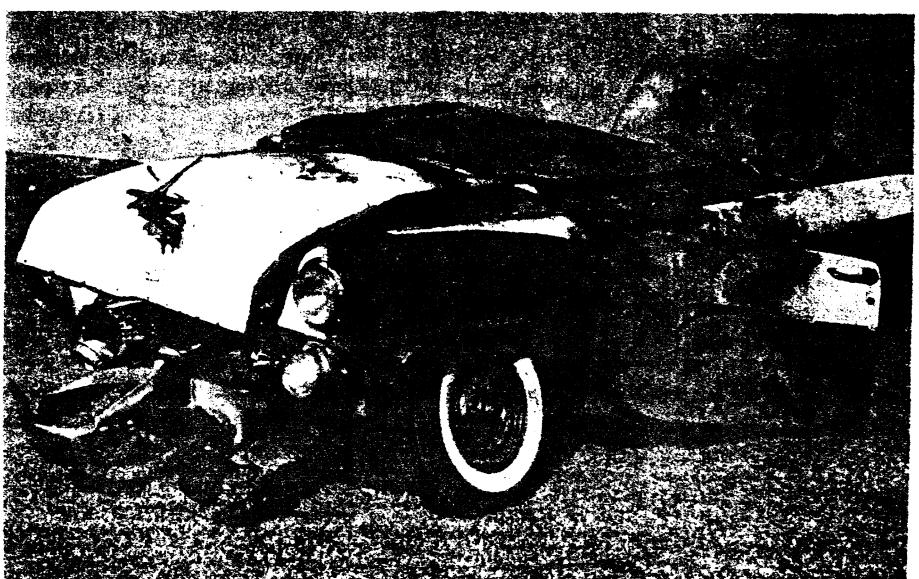
## THIS OLE CAR... Once Knew Some Children

This ole car once knew its children,  
This ole car once knew its wifie.  
This ole car once spun out mileage  
For a merry family life . . .

But this family's trips are over,  
Picked a dangerous spot to pass —  
Then they saw an angel peekin'  
Through the broken windshield glass.

Ain't gonna need this car no longer.  
Ain't gonna need this car no more —  
Had no time to fix the brakes up,  
Had no time to fix the door,  
Had no time to fix the steerin'  
Or to drive with more restraint —  
Ain't gonna need this car no longer.  
They've been taken to meet the Saint . . .

Employers Mutuals of Wausau.



— Dallas City Enterprise Photo.

## Service Anniversaries

### — 30 YEARS —

Charlotte Clark ..... (Credit)  
Sylvia Hotz ..... (Plastic Fab)  
Lynn Martin ..... (Development)  
Wm. Duff Edlen ..... (Plastic Fab)  
Beryl Thammert ..... (Pen Assembly)

### — 20 YEARS —

Dorothy Billman ..... (Lab)

### — 15 YEARS —

Allen McDonnell ..... (Maintenance)  
Charles Bertlshofer ..... (Plating)  
William Gross ..... (Service Parts)  
Frank Worden, Jr. (Wrks. Mgrs. Ofc.)

### — 10 YEARS —

Rose Murphy ..... (Pen Assembly)  
Mildred Filson ..... (Plastic Fab)  
Della Brewster ..... (Plastic Fab)  
Anna Tout ..... (Molding)  
Selma Huebner ..... (Metal Fab)  
Gladys Derr ..... (Addressograph)  
Margaret Leary ..... (Service)  
C. H. Lindsly ..... (Lab & Testing)  
M. B. Gordon ..... (Development)  
Clifton Kutscher ..... (Screw Machine)  
Ralph Reid ..... (Pen Assembly)

### — 5 YEARS —

Phyllis Weisinger ..... (Service)  
Hilda Bush ..... (Plastic Fab)  
Edna Parshall ..... (Metal Fab)  
Janella Hayes ..... (Molding)  
Harold Patterson ..... (Molding)  
Ernest Hobbs, Jr. ..... (Plating)  
Kenneth Boeding ..... (Service)

## Activities Committee Busy At Mt. Pleasant

The Activities Committee at the Mt. Pleasant plant launched its fall season recently with a luncheon in the plant in honor of Jim Schier, who was leaving as general manager to become research and development director at Ft. Madison.

Now the committee is busy working on arrangements for a dance to be held the end of the month at the VFW hall.

## NAMED ART JUDGE

Bill Bunn (Development) will serve as a judge for the Quad Cities Artists Exhibition later this month at the Davenport Municipal Art Gallery.

## Women's Travel Club To Elect New Officers

Members of the Women's Travel Club will elect new officers for the coming season Nov. 1 at a general meeting and pot luck supper at the Sheaffer clubhouse.

Officers of the club will supply the meat and coffee while others in the club will bring the vegetables, salads and dessert. The club has extended an invitation to all women who are interested in the club or who participated in any of its trips to attend the pot luck supper.

Meanwhile, the club is completing arrangements for a weekend trip to Kansas City early in December. The women will board the San Francisco Chief at Ft. Madison at 7:55 p. m. Friday, Dec. 9 for Kansas City. Saturday will be devoted to shopping, sightseeing and Ice Follies.

Sunday, following breakfast and church services, the members of the Women's Travel Club will visit the Country Club Plaza, Swope Park, the Art Gallery and Museum and former President Harry Truman's home in nearby Independence.

Then the group will board a train back to Ft. Madison, arriving here Sunday evening.

## Lightfoot Party Bags Deer And Antelope

Harold Lightfoot (Stockroom & Warehouse) recently returned from Douglas, Wyo., with enough venison and antelope to fill the family larder.

Harold, hunting with two friends from Donnellson, Harley and Max DeRosear, killed three deer and three antelope during their four-day trip to eastern Wyoming. Harold has been making the trip to Wyoming for a number of years, each time returning with his quota of big game.

Three other employees also left recently for Douglas in quest of deer. They are Frank Wallis (Works Mgrs. Office), Harry Wallis (Metal Fab) and Larson Watts (Purchasing). Like Harold, Frank and Harry have been making the trek to Wyoming for a number of years.

## FIRE SQUAD DINNER

Members of the three fire squads at the Mt. Pleasant plant held their annual dinner recently in the plant cafeteria. Following the dinner, movies of new fire-fighting techniques were shown to the group.

## Goderich Activities Committee Has Pot Luck

The Goderich Activities Committee sponsored its first pot luck luncheon at the Canadian plant recently and everyone agreed it was an overwhelming success.

There were more different types of pie, salads and desserts than the employees could possibly eat. The pot luck, held in the cafeteria, preceded the plant shutdown for observance of Canada's Thanksgiving Day on October 10.

The committee was so encouraged by the employees' enthusiasm that it is already discussing plans for another pot luck in the not too distant future.

## Employees Keep Posted On World Series Scores

Periodic calls to each department by Ed Peoples (Inspection) kept Sheaffer employees posted on the developments during each of the seven World Series games.

Linescore sheets were posted on bulletin boards throughout the plant and Ed contacted the individuals responsible for putting up the scores on the boards.

In addition, a television set was placed in the auditorium where employees watched the series during the noon hour.

## On the Cover



Steam driven tractors out of a bygone era captivate the fancy of young and old at the Old Settlers and Threshers meeting which annually draws thousands of visitors to Mt. Pleasant from all parts of the Mid-West and Canada. Although most of these tractors are now collectors items, some are still used for threshing.

Strictly for  
*Ladies...*

With that cool tangy autumn weather back again to revitalize our appetites, you can't find a more suitable dessert to launch the season with than a tasty butterscotch pie.

If you're not certain whether you'd like butterscotch pie, try a piece in the cafeteria before embarking on a baking expedition. Here's the same recipe borrowed from John Charter's secret files.

**BUTTERSCOTCH PIE**

butter	1 2 stick
dark brown sugar	1 cup
salt	1/2 teaspoon
milk	1-1/2 cups
milk	1/2 cup
cornstarch	1/4 cup
flour	3 tablespoons
egg yolk	1
egg	1
vanilla	3/4 teaspoon
butter	1 tablespoon
egg whites	2
sugar	1/4 cup
graham crackers	2-3 cup
dark brown sugar	1-1/2 tablespoons
butter	1 tablespoon

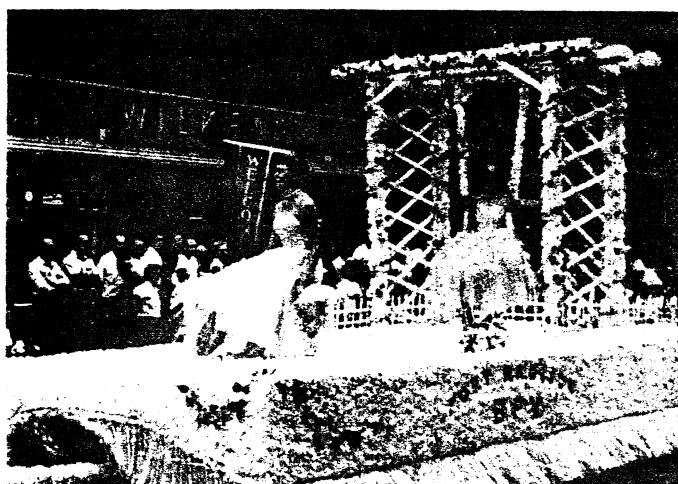
Directions: Melt first item of butter thoroughly over slow heat. Add dark brown sugar and salt, stir well and leave over low heat stirring with wooden spoon occasionally until temperature reaches 220 degrees. Then add first item of milk very slowly. Stir well, increase heat and bring to a boil. Warm second item of milk and mix with cornstarch and flour smoothing out all lumps. To this add egg yolk and egg, mixing well. As soon as mixture on heat comes to a boil, add the cornstarch mixture slowly, stirring continuously with wire whip. Cook until thickened, remove from fire and add vanilla and butter broken in small pieces over surface of cream mixture. Place egg whites and half granulated sugar in mixer and beat until stiff but not dry. Add balance of sugar and beat only enough to dissolve sugar. Stir vanilla and butter thoroughly into cream mixture. Fold in egg whites and pour immediately into baked pie shell. Allow to cool. Mix together crushed graham crackers, brown sugar and butter and sprinkle over top of the pie, using three ounces per pie.

Or, if you prefer something simpler to whip up, chocolates cream roll is an easy icebox dessert that looks as though it had taken 10 times the trouble.

All you need are 16 chocolate cookies, a pint of heavy cream, three tablespoons of Brer Rabbit molasses. Whip the cream, fold in the molasses. On a large plate hold a chocolate cookie on its side, spread with flavored cream, cover with another cookie and spread it with cream. Repeat with all remaining cookies, to form a roll. Spread top and sides of roll with remaining whipped cream. Sprinkle with quarter cup chopped walnuts. Chill at least three hours. Cut roll into diagonal slices.

## RODEO PARADE HI-LIGHTS

Three Sheaffer beauties help to make the Chamber of Commerce float an eye-catcher in the Ft. Madison rodeo parade. L-r, Julia Ferguson (Cashiers), Janice Bertschi (IBM) and Dorothy Ikerd (Works Managers Office).



Pretty Kay Byers (r) (IBM) and Kathleen Cooper (l) impart added beauty to the Ft. Madison BPW float, one of the many colorful floats in the annual Ft. Madison rodeo parade.



Three daughters of Sheaffer employees grace the Sheaffer Activities Committee's singing cowboy float. L-r, Becky and Carol Lane (Gordon Lane-Accounting) and Judy Muerhoff (Helen Muerhoff-Accounting). The float won second prize.



Joyce Cowles (Production Planning), one of the queen contestants in the Ft. Madison Rodeo, smiles from atop her white steed as she rides past the crowds that lined the parade route.

THE SHEAVERS

NOVEMBER, 1955



## Greg Rouleau Named New PR Director

Greg Rouleau, news commentator and president of Ft. Madison's radio station KXGI, will join Sheaffer's as public relations director on January 16.

Mr. Rouleau will take over the public relations activities formerly handled by Mr. R. O. Thomas. Mr. Thomas, who has been public relations director in addition to legal counsel, will devote his full time to the company's legal business after January 16.



GREG ROULEAU

Sheaffer's new public relations director was born in St. Paul, Minn., and attended schools there and in Wausau, Wis., before embarking on a theatrical career that took him to cities throughout the Mid-West, Canada and the South as leading man with various stock companies. One of his first professional stage appearances was with Charles Winninger's "Even-tide Theater," while Mr. Rouleau was still in high school.

After a career that spanned nearly a decade in the theater, Mr. Rouleau left the theatrical field to enter radio in 1941 as manager of station WHLB, Virginia, Minn. He remained there until 1944 when he entered the Navy. After serving two years in the Pacific, he received his honorable discharge and joined station WJMC, Rice Lake, Wis., as station manager. Four years later he moved to WEBC, Duluth, Minn., as station manager, remaining there until April 1951 when he became co-owner and general manager of KXGI, Ft. Madison. He was elected president of KXGI in August 1954.

Mr. Rouleau is a participant in civic affairs, Mr. Hora is a member of the board of directors of St. Joseph's Hospital, the Chamber of Commerce and the Full Corn Network.

## Shift Extra Dividend Payments To Fourth Quarter

Any extra dividends on the company's stock will be confined to the fourth quarter of the fiscal year as a result of action taken by the Board of Directors at their meeting.

Since the major portion of our annual sales occur during the last half of the fiscal year, the directors felt it was advisable to wait until after that time before computing earnings and the extra dividends to be distributed to stockholders. This is a practice that is already being followed by a number of large companies and which is being considered by many others.

A similar practice will be followed in the payment of Employees' Profit-Sharing.

## HOST POT LUCK

Sheaffer's women's bowling team will play host to the Ft. Madison Women's Bowling Association at their annual Christmas pot luck supper Wednesday, Dec. 14, at the Sheaffer clubhouse.

Betty Chock (Sales) is general chairman of the program which will include a gift exchange and entertainment. Assisting her are Jerry Wagner (Payroll), decorations, Lorena Wilcox (Gold Nib), kitchen, and Alta Mae Perry (Cashiers), entertainment.

## Benefits Under Group Insurance Extended

Employee benefits under the company's group insurance program have been extended to provide increased hospital benefits and a maximum of \$10,000 polio insurance.

Daily hospital benefits are \$10 starting Nov. 1, compared with the old rate of \$8 a day. An additional \$5,000 in polio insurance also is provided under the new policy, bringing to \$10,000 the maximum coverage. The additional \$5,000 polio coverage is provided on a 75-25 co-insurance basis with Continental Assurance Company paying 75 per cent of all charges in excess of \$5,000 up to the maximum \$10,000. The insured employee pays the 25 per cent of charges in excess of \$5,000.

A number of additional diseases also will be covered under the polio policy at no extra cost. These include scarlet fever, small pox, diphtheria, leukemia, spinal meningitis, encephalitis, rabies, tetanus, tularemia and typhoid.

The improved group insurance benefits will cost the employee an additional 13 cents per pay period or 38 cents per pay period if his policy includes dependent coverage.

## OPERATION BALLPOINT



Sheaffer salesman Al Stenerson (r) turns over a shipment of Sheaffer ballpoints to San Diego's Mayor Charles C. Dail (l), who is delivering them personally to the Conference of Mayors in Japan. The ballpoints were sent at the specific request of Yokohama's Mayor Ryozo Hiranuma. The kimonoed miss in the center is Chikaye Azeka, a delegate from the Japanese Chamber of Commerce of Southern California.

# Goings On...



Five employees recently completed 30-years of service with the company. To mark the occasion, C. R. Sheaffer (third from left) presented solid gold desk pen sets to each. Here he's presenting a desk set to Charlotte Clarke (Credit). Looking on are, l-r, Lynn Martin (Development), W. Duff Edlen (Plastic Fab), Mr. Sheaffer, Miss Clarke, Sylvia Hotz (Plastic Fab) and Beryl Thanner (Pen Assembly).



Herb Shriner (second from left), star of Sheaffer's TV show "Two For The Money," signs autographs for a visitor to the Sheaffer booth at the National Stationers and Office Equipment show in Chicago. Looking on are Jack Asthalter (l), (Sales) and Glen Davidson (Sales).



Retired employee Frank Kline (Tool Room) proves the big ones don't always get away—at least not in Florida where Frank is now living.

Jim Queen (l) manager of the Pen Point Dept. at the Goderich plant, passes along a bit of advice to his 14-year-old son, Billy, who is playing his first year of football with the Goderich Collegiate team.



Vice President Clyde Everett (r) turns over to Mrs. Jim Lehane the keys to the Auto in which her husband won as first prize in the Extra Car Contest for salesmen of the Canadian plant. L-r are Leon H. Black, president of the Goderich plant; salesman Jim Lehane of Montreal, Mrs. Lehane and Mr. Everett.



Jeanette McBride (center) (Steno) was guest of honor at a surprise bridal shower given recently by her co-workers. L-r are Doris Kemp (Steno), Joan McKeever (Steno), Annette Henschen (Payroll) and I Crockett (Switchboard) who helped with the arrangements.



His Royal Highness Prince Bernard (l) of the Netherlands receives a Sheaffer Signature ensemble from J. A. Dortmund, (center) our distributor in the Netherlands, during a visit to the Jade — J. A. Dortmund exhibit at the International Utrecht Industries Fair.

# GERRY'S FAVORED FRIENDS



(Evening Democrat Phot

Gerry with one of his Giant Homer pigeons which he raises for show purposes.

GERRY Hobbs (Drafting) has a hobby that's strictly G for the birds — in fact it is strictly birds — pigeons, to be exact.

Gerry's interest in pigeons—which has now progressed to the scientific aspects of genetics, colorings, etc.,—dates back to his childhood when he acquired a couple of ordinary "church" pigeons, as Gerry refers to the variety that congregate in church steeples. Later while attending the National Pigeon Association's show in Des Moines, he met a veteran pigeon fancier who "took me under his wing" and renewed Gerry's interest in pigeons.

Since then Gerry's interest has grown and with it his flock of prize show pigeons which he keeps in two large cages at the rear of his home. Although he sold off quite a few of his birds recently, he still has about 80 breeders. He plans to take some of these to the National Pigeon Association's show in Des Moines in January. There, his birds will compete against approximately 1,500 other entries from all over the United States.

## PRIZE WINNERS

But Gerry has confidence in the caliber of the German Beauty Homers and Giant Homers he raises. He has already won 10 blue ribbons as well as a number of second and third prizes in shows at New Olm, Minn., Peoria, Ill. and Cedar Rapids.

These birds are a dual type bird, he explained.

"Actually these same birds—which weight about two pounds—are also raised for the market where they bring fancy prizes as squab on the menus of high class restaurants.

However, Gerry's efforts are directed toward producing better show birds.

"Those that I don't think will come up to show standards are usually given to some neighborhood youngster who is interested in taking up the hobby of raising pigeons," he said.

Naturally, this has made Gerry a popular idol among the neighborhood kids.

"I've already interested probably 15 or 20 youngsters around town in raising pigeons and maybe some time I'll get around to organizing them into a club. It's a good hobby and one which helps to keep the youngsters occupied and out of mischief."

## REQUIRE LITTLE CARE

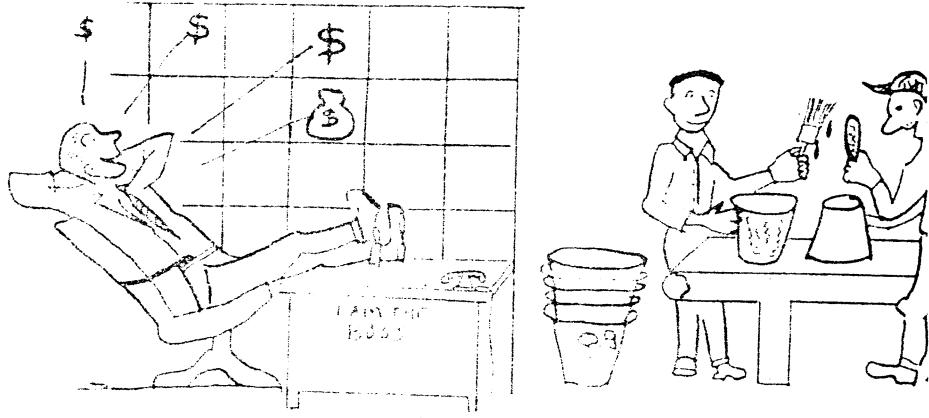
The birds actually require little care.

"Except for feeding and watering them and keeping their pen clean, there's little additional work involved," Gerry pointed out. "And with a pair of birds to start, the young hobbyist should have about 20 birds at the end of a year since pigeons reproduce quite rapidly."

The interesting hobby of raising show pigeons has brought Gerry in contact with other pigeon fanciers around the nation. About a year ago a professor from the University of Missouri visited Gerry and obtained six of his German Beauty Homers to ship to Czechoslovakia where they are being compared with Germany's own "German Beauty Homers."

In addition, Gerry frequently corresponds and compares notes with another hobbyist, Professor Hollander of the State University of Iowa, on the genetics of pigeon raising.

# ... So You Want To Be The Boss?



**A**T one time or another, we all dream of owning our own business — being "The Boss."

To most of us, being "The Boss" is interpreted in terms of luxury and leisure.

Well, let's put you in business so you can enjoy this life of leisure and luxury.

Let's see, first you've got to make something someone wants. How about wastebaskets. With all the junk mail we get these days, one or two wastebaskets aren't enough. The market potential is terrific.

You need a factory. The basement of your home will do. You need help too. Let's run an ad in the paper for production and sales personnel.

Whoops! You forgot about money to buy tools, materials, paint etc. And naturally you'll need to advertise your product, pay fuel and electric bills and meet the payroll. You'll need quite a bit of money for all these things.

Simple! If you don't have the money you can borrow it. The bank will be happy to loan it to you — IF you can convince them you're a reputable citizen, your business has earning potential and the risk is worthwhile. Even then you probably won't get all the money you need.

## RAISING CAPITAL

But don't worry about that. You can sell stock — provided you can separate some interested individuals from their hard earned money with the assurance that you've got a coming business that will give them a nice return on their investment.

At last you're in business. Just relax, put your feet up on the desk and wait for the money to roll in.

How much will you make? Well, if your business is as successful as the average in this country, you will make 3.3 cents on each dollar you get from the sales of your product. This is your profit.

Wait a minute — 3.3 cents out of each dollar? What happened to the other 96.7 cents?

Oh that went for wages, heat, light, fuel, materials, insurance, sales commissions, etc.

No matter, you still have 3.3 cents left out of each dollar and the dollars are starting to roll in. So are the bills, only faster. Out of the 3.3 cents you have to replace broken and worn out tools, brushes etc. The interest on your bank loan also has to come out of that. And stockholders are looking for their share of these profits too.

## TAXES TAKE 52%

Don't look now but that nasty old tax collector is looking for his share too — but you can get rid of him. Just shell out about 52 per cent of those 3.3 cents per dollar profits and he'll go away.

So you've still got just a little less than half of the 3.3 cents out of each dollar left. If you're wise you'll put some of this aside for future expansion, new buildings, equipment etc., provided you can keep it from all your dear friends and gentle hearts who want a share of it for their pet projects, charities etc.

About the time you are down to counting your profits in terms of mills instead of cents, along comes a competitor down the street. He's going to produce bigger, fancier and less expensive wastebaskets than you. You lay awake nights trying to figure out how to outsmart him — how to reduce your production costs, how to hold on to your employees.

Think you've got problems? You've only started. Yet these are typical aspects of American business today. But despite these headaches of becoming your own boss, thousands of small businesses spring up annually. Some fail in a short time; others grow to highly successful industries — providing a livelihood for millions.

Still want to be "The Boss?" If you're ready to shoulder the headaches and are satisfied with the rewards, go to it. It all depends on you!

# SHEAFFER'S REVIEW

Vol. 8 November No. 11

Published monthly for the Men and Women of the

W. A. SHEAFFER PEN COMPANY  
General Offices and Factories  
Fort Madison, Iowa, U. S. A.

Fineline Division  
Mt. Pleasant, Iowa, U. S. A.

Canadian Office and Factory,  
Goderich, Ontario, Canada

Australian Office and Factory  
Melbourne, Australia

Export Division  
Fort Madison, Iowa  
Printed in U. S. A.

EDITOR - - - RAY PETERSON

## Women's Travel Club Elects New Officers

Margaret Feldbauer (Plastic Fab) was elected president of the Women's Travel Club at the annual election of officers for the coming year.

Other officers elected are Ethel Krebill (Pencil), secretary, and Ola Lightfoot (Plastic Fab), treasurer.

Approximately 50 women, including a delegation from the Mt. Pleasant plant, attended the meeting which followed a pot luck supper. The Mt. Pleasant plant women elected Karolina Orr as secretary and treasurer of their group. Karolina will work with the officers of the Ft. Madison plant in planning the coming year's activities.

Plans were discussed at the meeting for a tour of the eastern United States during the summer vacation period. Jerry Wagner (Payroll) showed films which she had taken on a trip through that section of the country.

## Annual Christmas Party At County Home Dec. 18

The Activities Committee will hold their traditional Christmas party at the Lee County Home on Sunday, Dec. 18.

The Committee, which has brought Christmas to the people at the County home for many years, will purchase gifts for the party with funds donated by the Community Chest. These presents will be gift wrapped by members of the committee at the Sheaffer Clubhouse and distributed individually at the party.

In addition to the distribution of gifts, the Christmas program will include carol singing and motion pictures.

Dale Hawkins (Skrip) is chairman of the Christmas party committee.

## GODERICH'S FIRST POT LUCK



Employees at the Goderich plant enjoy their first pot luck luncheon at the new plant.



Kitty Chapman (Cafeteria) wonders where to start on the mountain of dishes that piled up after the pot luck.

## Activities Committee Has Open House At Clubhouse

The Activities Committee will sponsor an open house Dec. 2 at the Sheaffer clubhouse for employees and their husbands or wives.

The program, which is designed to acquaint the husbands and wives of Sheaffer employees with the facilities available at the clubhouse as well as the work of the Activities Committee, will include bowling, table tennis, shuffleboard and bingo.

Prizes will be offered lucky winners of the free bingo games. There will also be a door prize drawing.

## Songs Of The Open Road

At 45 mph - "Highways Are Happy Ways"

At 55 mph - "I'm But A Stranger Here, Heaven Is My Home"

At 65 mph - "Nearer My God To Thee"

At 75 mph - "When the Roll Is Called Up Yonder, I'll Be There"

At 85 mph - "Lord, I'm Coming Home"

## Service Anniversaries

### — 30 YEARS —

Walter Stimpson ..... (Tool)

### — 25 YEARS —

Thomas Lemon ..... (Tool)

TOM LEMON  
(Tool Room)



### — 20 YEARS —

Edith Hoenig ..... (Service)  
Grace McElwee ..... (Shipping)  
F. Eugene Davis ..... (Development)

### — 15 YEARS —

Eugene Andres ..... (Service)

### — 10 YEARS —

Marie Neuhart ..... (Plastic Fab)  
Lydia Farmer ..... (Screw Machine)  
Norma Breidbarth ..... (Shipping)  
Violet Hirschler ..... (Shipping)  
Frances Humphrey ..... (Skrip)  
W. A. Sheaffer II .....  
Richard Higgins ..... (Plant #3)  
Louis Reeder ..... (Pen Assembly)  
Harold Brandt ..... (Gold Nib)  
John Kerr ..... (Gold Nib)  
Wayne Skyles ..... (Gold Nib)  
Paul Cooper ..... (Inspection)  
Walter Peterson ..... (Occupancy)  
Howard L. Lewis ..... (Service)  
Walter Weber ..... (Service)  
Erwin Kreie ..... (Tool & Die)

### — 5 YEARS —

Marion Crowder ..... (Pen Assembly)  
John Hart ..... (Employee's Park)

## Competition At - A - Glance:

# SHEAFFER VS. PARKER

The story of how we did against our chief competitor, Parker Pen, during the first half of the fiscal year is shown in a comparison of the six-months earnings statements of both companies.

#### SHEAFFER (Excluding Canada and Australia)

	1955	1954
Earned per share	\$ .74	\$1.14
Net sales	\$10,899,393	\$12,039,449
Profit before income tax	1,250,682	1,951,404
Net profit	613,182	944,504

\* Included in Parker's earnings is a \$300,000 dividend from their English subsidiary.

#### PARKER And Canadian Subsidiary

	1955	1954
\$ .41	\$ .65	
Not Disclosed		
496,548	946,289	
° 386,248	° 601,289	

## Gordon Lane Elected To City Council

Gordon M. Lane (Accounting) was elected city councilman from the fourth ward in the recent municipal election.

Gordon, campaigning for the first time for public office, was the only successful candidate of the four Sheaffer employees who were up for election. Bill Kiehne (Credit) a veteran member of the City Council was edged by a single vote in

his bid for election from the second ward. Kenny Hart (Stockroom & Warehouse) lost out in the primary for the mayoralty post while Leland Goosey (Plastic Fab) was defeated for councilman from the first ward.

Active in civic affairs for many years, Gordon has been a member of the Chamber of Commerce for 10 years, the Chamber's education committee for three and has been active in the Jefferson School PTA for 11 years. He's currently serving on the PTA's Scholarship committee. In addition, he has also been a director of the Junior Achievement program, and treasurer of the Lee County Tuberculosis & Health Association.

## Farewell Party

Betty Lou Gantz (Order Handling) was honored with a farewell party given recently at Flora Thums by her fellow workers. Betty Lou is leaving the end of the month to await the arrival of the stork.

## CANDY OVER THE COUNTER

Employees will be able to pick up their choice of candy bars and gum along with other refreshments at the cafeteria counter after January 1.

Starting at that time, the candy and gum machines will be discontinued and a better selection of candy will be offered over the counter. Both candy and gum will be sold in this manner at the three Ft. Madison plants and will be available on the honor system for second and third shift employees.

## NEW TOUR GUIDES

Two women employees have been added to the staff of guides to conduct visitors on tours throughout the main plant.

The new guides — first of their sex to serve regularly in this capacity — are Margaret Leach (Cafeteria) and Joan Wheeler (Lab).

## SUCCESSFUL HUNT



Harold Lightfoot (center) (Stockroom & Warehouse) displays some of the trophies of the hunt which he and two friends enjoyed in Wyoming recently. L. Harley DeRosear, Harold, and Max DeRosear with some of the antelope they bagged.

# Strictly for Ladies...

Most women like to get away from the conventional lettuce and tomato type salads, especially if they're entertaining guests. Fruit salads are a refreshing departure from lettuce base salads and appetizing enough to tempt the guest who normally doesn't care for salads.

Next time you want to try something different, try this recipe:

## FROZEN FRUIT SALAD

Four Servings

5 tablespoons lemon gelatin  
1 1/2 teaspoon salt  
1 1/2 cup hot fruit juice  
1-1/2 teaspoons lemon juice  
3/4 cup diced fruit  
1/4 cup whipping cream  
1/4 cup mayonnaise

### Instructions

1. Dissolve gelatin and salt in hot fruit juice.
2. Add lemon juice and chill until slightly thickened.
3. Fold in diced fruit.
4. Whip cream until thick and shiny but not stiff.
5. Fold whipped cream and mayonnaise into gelatin mixture.
6. Turn into molds or trays and freeze until firm.
7. In service garnish with maraschino cherries and sprigs of fresh mint.

\* Use fresh or canned fruits but not pineapple.



Ready to round up the wary turkey for the traditional Thanksgiving dinner is Eric Reaburn, manager of the Tool Room at the Goderich plant. Eric raised the gobbler on his farm just outside Goderich, Ont.

## SHEAFFER OPENS NEW EUROPEAN PLANT FOR WRITING INSTRUMENTS IN HOLLAND

The Sheaffer Pen Company, which has the largest writing equipment sales volume in the United States, recently opened a branch plant in Utrecht, Holland.

Initially the American company's Dutch operation will supply France, the Benelux Countries, Denmark, Finland, Norway and West Germany.

The new plant, Jade-Drake Writing Material N.V., began manufacturing operations in October and will aid materially in meeting the growing demand for Sheaffer products in Europe. Distribution and sales service will be stepped up through this new facility.



Looking over the first Sheaffer Snorkel fountain pen produced at the new plant at Utrecht, are, l-r. M. T. Erdtsieck, vice president and treasurer of the W. A. Sheaffer Pen Company; Henry Drake, and John A. Dortmund, directors of the new plant; Karl Dinnauer, managing director of Sheaffer's foreign sales and Robert Duerr, regional director of Sheaffer's European sales.

## Employees' Christmas Party Set For Dec. 16

Santa Claus is coming to town — on Dec. 16.

And members of the Activities Committee are already busy making plans to welcome him to the annual Employees' Family Christmas party at the Sheaffer clubhouse.

Heading up the committee for the annual affair is Osa Wilsey (Accounting), chairman of the general program. Assisting her will be the following committee chairmen: Jerry Wagner (Payroll), decorations; Susie Kincaid (Service), gifts; Les Moore (Gold Nib), head usher; Charlotte Paschal (Gold Nib), children's program; and Dave Hug (Engineering), master of ceremonies.

Highlighting this year's party for employees and their families will be a marionette show which will be staged by a group of professional performers from Cedar Rapids. In addition, there will be movies, entertainment by employees' children, drawings for door prizes, a visit by Santa and gifts and candy for the youngsters.

Jade-Drake will produce a complete range of writing instruments, including the world famous Snorkel mess-proof fountain pens, ballpoint pens, mechanical pencils, and Skrip writing fluid.

### IMPORTANT STEP

The Dutch plant represents an important step toward gaining a larger share of the European market. "We believe the European public wants the best writing equipment and will show the same enthusiasm for Sheaffer pens as the American public," a company spokesman explained.

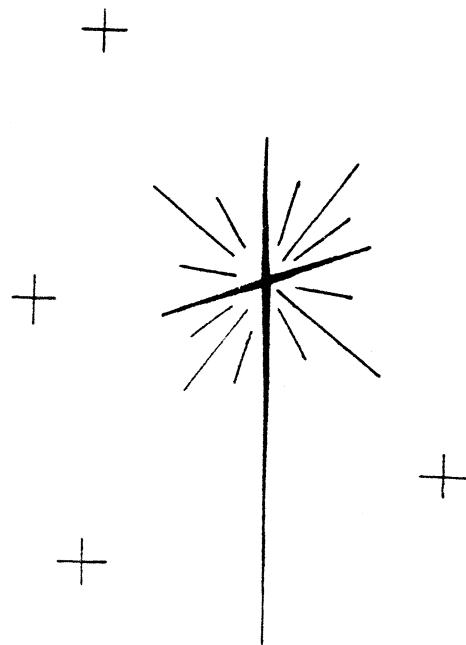
"Our Dutch operation will make more of the world's finest writing tools available to the European public," he added. "If the public demand for Sheaffer pens meets our expectations and exchange restrictions in some European countries are liberalized, our Dutch operations will be expanded."

Karl Dinnauer, managing director of foreign sales, indicated that considerable advertising support will be given in each country served by the production of the Dutch plant.

**SHEAFFER'S**  
**Division**

**DECEMBER, 1955**





## Season's Greetings

As Americans we have much to be grateful for at this season of the year.

The past year has been a peaceful one as well as a prosperous one for this nation as a whole. The new year holds bright promise of even greater things for all of us.

But as we enter the Christmas season, I would like to express my personal gratitude for the cooperation and loyalty of all who have contributed to the growth and success of this company.

For myself and the other officers of this company, may I wish you and your family health, happiness and prosperity this Christmas season and throughout the new year.

*W. Sheaffer Jr.*  
PRESIDENT

# Goings On...



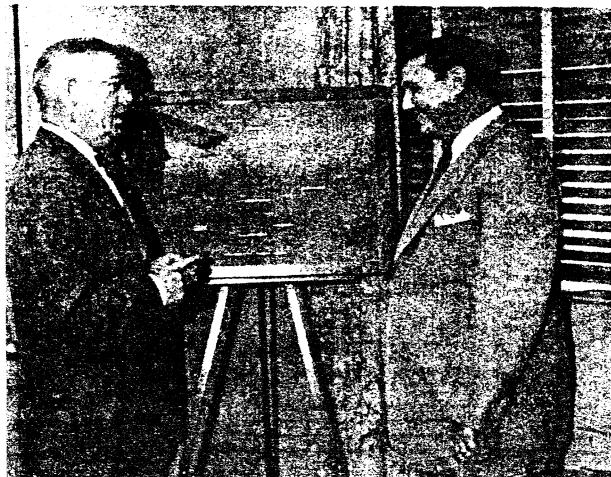
Thirty-year service awards are presented by board chairman C. R. Sheaffer (l) to veteran employees Sara McCoy (Steno) and Walt Stimpson (r) (Tool Room).



President W. A. Sheaffer II (l) receives his 10 year service pin from G. A. Beck (r), executive vice president. By coincidence, Nov. 19 was a significant date for both. Mr. Sheaffer joined the company on that date in 1945 while Mr. Beck started with the company on Nov. 19, 1919—36 years ago.



Decorating the Christmas tree in the Avenue G employees' lobby are, l-r, Guard Pete Finnerty, Guard Ted Wentz, Hannah Rasmussen (File) and Alice Rasmussen (Export). Hannah and Alice also decorated the Christmas tree in the main lobby, with a helping hand from Ted.



Alfredo de Villa Abrille (r) assistant vice president of the San Miguel Co, Manila, P.I., listens attentively as board chairman C. R. Sheaffer (l) explains the various parts of a Sheaffer Snorkel pen during Senor Abrille's visit to Ft. Madison. Senor Abrille's firm bottles our Skrip writing fluid in the Philippines.



Santa Claus and his helper, Margie Roth (r) (Export) arrive with a big basket of gifts to distribute to members of the City Women's Bowling league Christmas party at the Sheaffer clubhouse. The Sheaffer women hosted the party and Lorena Wilcox (l) filled in for Santa who was too busy at the North Pole getting ready for his annual trip on Christmas eve.



Members of the Activities Committee pack Christmas gifts for the residents of the County home in pre-Christmas week activities at the clubhouse.





Bruce Bucknell captivates the kiddies attention with his marionette on the flying trapeze act. The Bucknells' marionette show was one of the main features of the 26th annual Christmas party at the Sheaffer clubhouse.



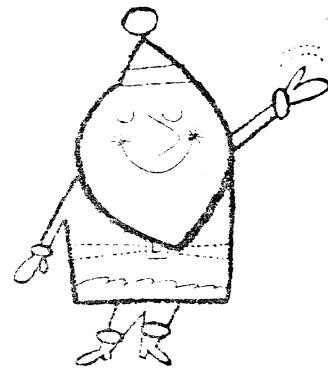
# Christi



Skeptical or pensive? It's a tossup as to what's foremost in the mind of this young lady as Santa tries to allay any apprehension she may have about the situation at hand.



Nola Bucknell puts life and rhythm into one of her marionettes by skillfully manipulating the strings that operate the dancing doll-like figure.



A tap dancing marionette is put through his dance routine with the assistance of Bruce Bucknell.



Sandra Rippenkroeger, daughter of Walt Rippenkroeger (Plating) prepares to render an accordian solo during the children's program.



There's nothing like Christmas Christmas so Gordon Lane (Acc while Mrs. Kermit Ruppenkam

# It Is For The Kiddies



Here's a young lady who knows what she wants — and lets Santa know about it. She's Debbie Bartlett, granddaughter of Bernard Groene (Stock Room). Debbie was one of the hundreds of youngsters who reminded Santa of the special things she wanted for Christmas.



Santa assures Debbie Gunter, daughter of Martha Gunter (Gold Nib), that he'll try and remember to bring all those toys she wants for Christmas.



Master of ceremonies Dave Hug (Pilot Line) calls out a winning number during the drawing for the three turkeys offered as door prizes.



A future Pavlova gives a demonstration of fine toe dancing. She's Leanne Goosey, daughter of Leland Goosey (Plastic Fab).

ols to get folks in the mood for  
q) leads the Christmas carols  
companies him on the piano.



Members of the Activities Committee lend a hand in distributing g to the youngsters. L-r, Martha Rickleman (Shipping), Paul Stuekerjuer, who gave the committee an assist, Harold Gallaher (Molding) and Su Kincaid (Service).

# SHEAFFER'S REVIEW

Vol. 8 December No. 12  
Published monthly for the Men and Women of the

W. A. SHEAFFER PEN COMPANY  
General Offices and Factories  
Fort Madison, Iowa, U. S. A.

Fineline Division  
Mt. Pleasant, Iowa, U. S. A.  
Canadian Office and Factory,  
Goderich, Ontario, Canada  
Australian Office and Factory  
Melbourne, Australia  
Export Division  
Fort Madison, Iowa  
Printed in U. S. A.

EDITOR - - - RAY PETERSON

## Tool Room, Pencil Keglers Lead League

The Tool Room team lead the men's bowling league while the Pencil keglers paced the women's division at the half way mark in the Sheaffer bowling league season.

But one game behind the Tool Room team in the men's division was the Tool & Die team with a record of 22 wins and 11 losses. In the women's division, Pencil bowlers had a 25-8 record against Gold Nib #2's and Accounting's duplicate 17-16 records.

Bob Consbrock (Drafting) with 171 and Lorena Wilcox (Gold Nib) with 168 had the high average in their respective divisions.

Mid-season individual and team bowling standings follow:

	MEN	
	W	L
Tool Room	23	10
Tool & Die	22	11
Engineering	18	15
Plating	18	15
Pen Assembly	15	18
Gold Nib	14½	28½
Office	13	20
Service	8½	24½
<i>High Average -</i> Bob Consbrock (Drafting)	171	
<i>High Single Game -</i> Tool Room	894	
<i>High Team 3-Game Series -</i> Tool Room	2568	
<i>High Individual Game -</i> Clarence Cowles (Tool & Die)	234	
<i>High Individual 3-Game Series -</i> Louis Pool (Tool & Die)	580	

## WOMEN

	W	L
Pencil	25	8
Gold Nib 2	17	16
Accounting	17	16
Gold Nib	16	17
Pen Assembly	15	18
Shipping	15	18
Cashiers	14	19
Export	13	20

## DROP A LINE TO EMPLOYEES STILL IN SERVICE - - THEY'D LIKE TO HEAR FROM YOU

Here's a revised list of Sheaffer men and women serving with the armed forces at home and abroad. If you can spare a moment to write them during the holidays, they'll really appreciate hearing from you.



HOENIG, EARL E. A/3c 17366785  
3565th Motor Vehicle Sqd.  
Box 100  
J. C. A. F. B.  
Waco, Texas

HOLTZ, CARL J. PVT. U. S. 55492985  
Btry. B. 71st A. F. A. Bn.  
5th Armd. Division Div. Arty.  
Camp Chaffee, Arkansas  
Box 91

HORNER, LAVERNE K. PVT.  
R. A. 17427398  
Co. B. 9th P.I. A.I.S.  
Presidio of Monterey, Calif.

KNOX, HAROLD G.  
So/3 324-31-69  
1st D.V.  
U.S.S. Vammen (De-644)  
% F.P.O.  
San Francisco, Calif.

KINCAID, DENVER L. A/2c  
17366787  
22nd Field Maint. Sqdn.  
22nd Bombardment Wing  
March A.F. B., Calif.

MORRISON, DENNIS C. PVT.  
U. S. 55390607  
R.T. Det. - #2 - 2101 A. S. U.  
Fort George G. Meade, Md.

PERRY, ROBERT L. A/3c  
432nd F.I.S.  
Trux, Field  
Madison, Wisc.

REA, GLEN D. A/3c  
A. F. 17383908  
7551st Per. Pa. Sqdn.  
A. P. O. 199  
% Postmaster  
New York, N. Y.

TRUEBLOOD, JOE R. PFC.  
1381796  
Reg. H. & S. Co. 9th Marines  
3rd Marine Division FMF  
c/o F.P.O.  
San Francisco, Calif.

YOUNG, BETTY J. S.R. 3247415 U.S.N.  
Co. 806 W. Recruit Training W.  
U. S. Naval Training Center  
Bainbridge, Md.

## Activities Committee Sponsors Bowling Teams

The Activities Committee will sponsor teams in the men's and women's state bowling tournaments early next year.

The team which will represent Sheaffer's at the women's state tournament at the Plaza Bowl in Bettendorf on March 10-11 is made up of Dorothy Hoenig (Accounting), Kaye Haley (Accounting), Sally Koellner (Metal Fab), Wanda Cornell (Pencil) and Alta Mae Perry (Cashiers). The sixth member for doubles and singles will be Erma Terry (Pencil).

In addition, the Shipping Dept. team is making its own plans to participate in the state tourney. The team is made up of Jerry Wagner (Payroll), Evelyn Watson (Payroll), Mary Ussery (Shipping), Annette Roxlau (Shipping) and Mary Thompson (File).

The men's team which will participate in the men's state tournament has not been selected yet.

<i>High Average -</i> Lorena Wilcox (Gold Nib)	168
<i>High Single Game -</i> Gold Nib 2	739
<i>High Team 3-Game Series -</i> Accounting	2035
<i>High Individual Game -</i> Lorena Wilcox (Gold Nib)	200
<i>High Individual 3-Game Series -</i> Lorena Wilcox (Gold Nib)	551

## Tool & Die Plant Gets Silver Safety Award

Sheaffer's Tool & Die division has been awarded a silver certificate by the National Tool & Die Makers Association for improving its safety record during the year.

The Association, which is made up of approximately 1,000 tool and die shops, including Sheaffer's, bases its awards on the improvement record of the plants in lost time accidents.

## Kiddies Christmas Party

A special kiddies' Christmas party was held recently at the Goderich Pavilion for the sons and daughters of employees of the Canadian plant.

Following movies and a talent show by the youngsters, Santa arrived in a bright red sleigh drawn by two employees dressed as horses and distributed presents to all the children.

## Service Anniversaries

### — 30 YEARS —

Sara McCoy ..... (Stenographic)

### — 20 YEARS —

Jack B. Finley ..... (Traffic)

### — 10 YEARS —

Annabelle Lamb ..... (Cashiers)

Virginia Bullard ..... (Desk Stand)

Clara Burch ..... (Stock Room)

Cecilia Kelley ..... (Pen Assembly)

Dale Turner ..... (Pen Assembly)

William Wiggenjost ..... (Molding)

Robert Gibbs ..... (Pen Assembly)

Norman Hatala ..... (Maintenance)

Chester Robinson ..... (Plating)

John James ..... (Development)

### — 5 YEARS —

Mike Gulliot ..... (Sales)

Hugh LaVelle ..... (Occupancy)

### OMITTED

The name of Darrell W. Watson (Pen Assembly) was inadvertently omitted from the five year service award list in the September issue of the Review.

## Women's Travel Club Plans Kentucky Derby Trip

Ladies, if you've dreamed of someday witnessing the Kentucky Derby, stop dreaming and get your reservation in now for the Women's Travel Club trip to the Blue Grass state.

The club announced it is lining up plans to take in the great American racing classic at Louisville's Churchill Downs next May. Reservations must be turned in by January 10 so that the tickets for the Derby can be purchased early. The women will leave Ft. Madison Friday, May 4 by bus and return Sunday evening May 6.

Cost of the three day trip will be \$12.10 per person for transportation, \$9.15 per Derby ticket and two nights at a Vincennes, Ind., hotel at \$3.50 a night. Meals will be up to the individual.

The Women's Travel Club cancelled their proposed pre-Christmas trip to Kansas City due to illness on the part of a number of those who originally indicated their intentions of going.

## Santa Pays Visit To Employees' Party

Santa Claus paid a pre-Christmas visit to the annual employees' Christmas party at the Sheaffer clubhouse where he was greeted by hundreds of employees' youngsters who provided a warm reception for the annual visitor.

But before the jolly old visitor arrived there was a full program of entertainment, Christmas carols etc. to get the youngsters—and the grownups too—in the mood for Santa's visit.

Employees' children led off the program with songs, piano renditions and dances. Following the talent section of the program, young and old alike enjoyed the professional marionette show staged by the Bucknells of Cedar Rapids.

Climax of the evening was the long awaited arrival of Santa with his pack of candy and gifts for the children.

## Corridors Get Face Lifting Over Holidays

The cafeteria and the first, second and third floor corridors in the new office building will be redecorated by the Zolatone process during the Christmas shutdown.

The finished effect in those areas will be similar to the fourth floor corridor which was done earlier this year. The new surfacing which is sprayed on provides a more durable and economical finish since it can be cleaned, even with steel wool, without damage to the finish.

The cafeteria and the second floor corridor during Christmas week while the first and third floor corridors will be done the week of Jan. 9.

## Named Scout Chairman

Dave Hug (Pilot Line) has been appointed Ft. Madison district chairman for the Boy Scouts of America, succeeding Don A. Reed (Advertising).

Dave has been chairman of the district's camping and activities committee for the past year and prior to that had been a committee member of Cub Scout Pack 39.

## Goderich Christmas Dance

The employees of the Goderich plant held their annual Christmas dance at the Goderich Pavilion prior to the plant shutdown for the holidays.

During the evening's program, Leon H. Black, president of the Canadian plant, presented service awards to employees in recognition of their service to the company.

## Jack Finley Heads Chamber of Commerce

Jack B. Finley (Traffic) has been elected president of the Ft. Madison Chamber of Commerce for the coming year.



JACK FINLEY

The honor was a well deserved one for Jack who has been one of the most active employees in civic affairs. He previously served two terms as president of the Junior Chamber of Commerce, was selected as the Jaycee's Key man in 1948, Outstanding Young Man of Fort Madison in 1949 and was a state vice president of the Jaycees.

He is also chairman of the North Lee County American Red Cross Chapter, president of the Southeast Iowa Boy Scouts Council, chairman of the city's juvenile delinquency board and a member of the board of directors of the Chamber of Commerce.

## Activities Committee's Open House Draws 100

More than a hundred employees and guests attended the recent open house sponsored by the Activities Committee at the Sheaffer clubhouse.

Winners in the shuffleboard contest were Leo Mathena (Gold Nib), Harold Pratt (Lab) and Keith James (Tool & Die).

Winners in the bowling competition were: Dorothy Hoenig (Accounting), winner of the draw out number, blind bowling and mixed bowling (with Sammy Benjamin—Pen Assembly); Osa Wilsey (Accounting), pick your score. Mrs. Rollie Hensley, wrong handed bowling. Mrs. Hensley, whose husband works in Pen Assembly, also teamed with Ernie Bartlett (Gold Nib) to win second prize in the mixed bowling competition.

Strictly for  
*Ladies*...

There's no season like winter to bring on rough and reddened hands. Today, however, pretty hands are within the reach of everyone.

The average woman necessarily exposes her hands frequently to detergents and water which remove skin oils along with the dirt. Dermatologists suggest soap be rinsed off thoroughly, lukewarm rather than hot water be used, massage gently rather than vigorously and dry hands thoroughly, particularly between the fingers.

Cosmetics are not curative, but they are preventives in the sense that with proper lubrication the skin is less likely to chap and crack. The usefulness of animal fats and oils for temporarily replacing natural skin lubricants has long been recognized. For many, a preparation rich with lanolin (some as high as 90%) is not satisfactory for use during the day, because it leaves the skin greasy. However, this preparation is excellent for use before retiring. Apply generously, massaging for a few moments, then leave the excess on the hands during the night. Wear cotton gloves to protect the bedding.

## On the Cover



Saturday Evening Post cover artist Norman Rockwell captures the spirit of the Christmas season when families and friends get together again in the festive spirit. This Rockwell painting was done expressly for the Sheaffer Pen Company.

## SHEAFFER SPONSORS BIG LITERARY COMPETITION FOR HIGH SCHOOL STUDENTS

The nation's biggest literary competition for high school students throughout the United States, its possessions and Canada will be sponsored this year by the Sheaffer Pen Company.

More than 60,000 teen-age writers are expected to compete in the national Scholastic Writing Awards competition which we sponsored last year for the first time. About 45,000 fledgling writers submitted entries in the 1954-55 contest which has been conducted by Scholastic Magazines since 1925 to encourage better writing by high school students.

This year's contest is being extended to permit high school students in Canada and U. S. possessions to participate in the competition which previously had been closed to them.

Sixty cash awards totaling \$2,000 are given for outstanding short stories, short-short stories, essays, expository articles, dramatic script and poetry. In addition, about 100 Sheaffer Snorkel fountain pens are awarded to honorable mention winners.

Nationally known authors will judge the competition. Last year's judges included Gladys Schmitt, J. Frank Dobie, Bernardine Kiely, Babette Deutsch, Eudora Welty, Hansford Martin and Harry Sylvester.

Every state in the nation was represented in last year's competition. Colorado schools made the best showing with 13 first prize winners. Girls won 46 of last year's 78 first prizes.

Copies of the rules booklet for the

contest may be obtained by writing to Scholastic Magazines Writing Awards, 33 West 42nd St., New York 36, N. Y.

## Lobby Christmas Trees Replace Office Trees

Large gaily decorated Christmas trees were placed in the Avenue H and the Avenue G employees' entrances this year, replacing the individual trees that were formerly set up in the various departments throughout the plant.

Although there has been a tree in the main lobby for several years, this year marked the first time that one has been placed in the Avenue G employees' entrance lobby.

The trees were decorated by Alice (Export) and Hannah Rasmussen (File) with an assist from Chief Guard Ted Wentz. Guard Pete Finnerty also gave a hand with the decoration of the Avenue G Christmas tree.

A number of departments which had decorated Christmas trees in previous years turned over their ornaments for decorating the tree at the Avenue G Employees' entrance. The departments donating included Pen Assembly, Pencil and the Works Managers Office.

A

Very Merry Christmas  
and a  
Happy New Year